NOVEMBER 28, 1949 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

DEPT. LIBRARY
TECHNOLOGY
DETROIT 2
PUBLIC LIBRARY

TECHNOLOGY DEPT.

PUBLIC LIBRARY
NOV 2 1949
DETROIT

Success story:

A Richmond potato chip company recently started a schedule of six participating announcements per week on WLEE.

In two short weeks, this company had opened up 22 brand new outlets for the product!

This was an especially impressive result, since the company is well established and its distribution was already good.

Local Richmond merchants are used to quick results like this from WLEE. More and more national advertisers are following their lead by using WLEE. Is WLEE on *your* list? If not, call in your Forjoe man for the whole story.

WLEE

MUTUAL IN RICHMOND

TOM TINSLEY, *President* • IRVIN G. ABELOFF, *General Manager* • FORJOE & CO., *Representatives*

IN THIS ISSUE: BLOCK DRUG BUDGETS HIGH FOR AMM-I-DENT

as a member of Society...

WHAS
Louisville, Kentucky

50,000 WATTS ★ 1A CLEAR CHANNEL ★ 840 KILOCYCLES
VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*
REPRESENTED NATIONALLY BY
EDWARD PETRY AND COMPANY

and therefore Selling

THE ONLY RADIO STATION SERVING ALL OF THE RICH KENTUCKIANA MARKET

2 BIG BUYS—KFRC, San Francisco and KHJ, Los Angeles for the Most Economical, Complete Coverage of the 2 BIGGEST MARKETS IN THE WEST. KFRC and KHJ have had 25 years of successful selling and are Key Stations of Mutual-Don Lee... the Nation's Greatest Regional Network.

Represented Nationally by JOHN BLAIR & CO.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

TERMINATION of negotiations on sale of KMPC Los Angeles by G. A. Richards to NBC does not mean that network will forego its project to buy its own outlet, or that Mr. Richards will not dispose of KMPC (see page 15). NBC Chairman Niles Trammell will shortly confer with Earle C. Anthony, owner of KFI, clear-channel affiliate of NBC, and is expected to broach acquisition. Affiliation expires Jan. 1. And Mr. Richards is known to have several offers for all three of his stations (WJR Detroit, WGAR Cleveland and KMPC) and probably will sell latter two.

LEVY BROTHERS (Isaac D. and Dr. Leon), former owners of WCAU Philadelphia and still substantial stockholders in CBS, may figure prominently in TV syndication. Understood that brother Ike has acquired substantial interest in several independent motion picture companies and is charting course for production of musical and other shorts adapted for TV.

CURRENT speculation on Justice Dept. network investigation apparently dates back to WSAY Rochester's long-pending $12-million anti-trust suit against ABC, CBS, NBC and Mutual, who won first round by defeating move for preliminary injunction. Since WSAY was dropped by ABC and Mutual in 1947, Owner Gordon Brown reportedly has needled Justice, Congress, FCC. High Justice officials discount likelihood of suit by government, but with new Attorney General in office it's possible. FCC's desire to make own network probe is well known. [BROADCASTING, Nov. 7].

GRUEN Watch Co., New York, sponsors of last half-hour of *Hollywood Calling*, 7-8 p.m. on NBC, will cancel giveaway show effective Dec. 18 despite 5.9 Hooper average. Advertiser may pick up sponsorship again if rating continues to gain. Grey Adv. is agency.

WITH FINAL showdown approaching on NARBA Conference, U. S. Delegation Chairman Rosel H. Hyde, FCC Commissioner, returned to Washington last Tuesday and remained through Friday. He came for final instructions, i. e., whether we should capitulate to "minimum" requirements of Cuba or whether we should stand our ground and battle it out in an ether war. Conference might run at least ten days or through this week of Nov. 28 before reaching agreement or calling it quits. Conference breakup still would require time to close formal books.

UNOFFICIAL canvass reported to FCC last week revealed that Cuban stations are now operating nondirectionally on at least dozen clear channels assigned to U. S. stations as well as on equal number of regional channels, primarily used in southeastern U. S.

FINAL tabulation of NAB member votes on

(Continued on page 74)

Upcoming

Nov. 28-29: NAB Dist. 16, Paradise Inn, Phoenix.
Dec. 1-2: Dist. 15, Mark Hopkins Hotel, San Francisco.
Dec. 5: National Institute of Municipal Law Officers, Muehlbach Hotel, Kansas City.
Dec. 5-6: Dist. 14, Utah Hotel, Salt Lake City.
(Other Upcomings on page 55)

Bulletins

RADIO OFFERS Co., New York (direct mail order), through Huber Hoge & Sons, New York, adding four half-hour ABC network programs to its schedule. On Monday and Friday, Nov. 28 and Dec. 2, respectively, firm sponsoring both half-hour broadcasts of *Pick a Date With Buddy Rogers*, 11:30 a.m.-12 noon, and on Saturdays Nov. 26 and Dec. 3, *Shoppers Special*, 9:30-10 a.m. Contract covers 55-station network.

IBEW Local 1220 and three Chicago stations signed new engineering contracts providing $7.50 weekly raise at WJJD and $5 each at WIND and WGES. Further discussions about salaries at WAAF scheduled Wednesday. New contracts are for one year.

MILES LABS., Elkhart, Ind., starts 39-week test of *Queen for a Day* with Jack Bailey on KTSL (TV) Los Angeles, one evening weekly, starting in January. Agency, Wade Adv., Chicago.

SUNDIAL SHOE DIVISION, International Shoe Co., Boston, through Hoag & Provandie, Boston, to sponsor Friday telecasts of CBS-TV *Lucky Pup* series, starting Jan. 20. Program aired Mon.-Fri., 6:30-6:45 p.m., Sat. 6:45-7:15 p.m.

WILLIAM WRIGLEY JR. Co., Chicago, renewing *Gene Autry Show*, CBS, Saturday 8-8:30 p.m., for 52 weeks effective Dec. 24 through Ruthrauff & Ryan, Chicago.

U. S. CONCESSIONS SEEN VITAL TO NARBA PACT

U. S. BROADCASTERS will have to make "some adjustments" or there will be no agreement on new NARBA, authorities said Friday after FCC Comr. Rosel H. Hyde, chairman of U. S. delegation to NARBA conference in Montreal, conferred with FCC colleagues and State Dept. officials in Washington.

Proposal countering Cuban demands believed to have been evolved during conferences. Full details are to be laid before U. S. delegation in special meeting in Montreal this morning (Monday). Whether delegation agrees to meet at least some of Cuban demands, authorities feel, may largely determine whether new treaty is reached or hope for accord abandoned.

Details of Cuban demands not disclosed, but they're known to involve rights heretofore held by U. S. on several frequencies.

Business Briefly

GM RENEWS ● General Motors Corp., D troit, on Dec. 19 renews for 52 weeks Henry Taylor on 264 ABC stations, shifting from F 8:45-9 p.m. to 8:30-8:45 p.m. Agency: Kud Agency, New York.

LONGINES CANCELS ● Longines-W nauer Watch Co., New York, effective Dec. will cancel two half-hour shows on C *Choraliers*, Sun., 2-2:30 p.m. and *Symphone* Sun., 5:30-6 p.m. Reason for cancellat ascribed to fact that watch-buying season over by Christmas. Agency, Victor A. Benn Inc., New York.

ABC TOY SPECIAL ● Bob Hope, comedia and Johnny Grant, disc jockey, headlined special five-minute ABC broadcast yesterd (Sunday) under sponsorship of RCW Ente prises, Los Angeles, for its circus balloon toy *Johnny on the Spot* was aired 7:55-8 p.m., full 272-station network, and placed throug Cowan & Whitmore Advertising, Los Angele

BAB STARTS NEW SERVICE ON SELLING RETAIL GROUPS

DECLINING use of radio by furniture deale noted in first of series of retail informatio folders prepared by Broadcast Advertisin Bureau and sent to NAB member station First release, on furniture, featured detaile analysis of operation, economics, merchandis ing and advertising problems of that busines

It noted that large furniture stores spen less in radio than smaller retailers but smal stores showed greater sales increase in 194 over 1947 than either medium or large stores Report candidly admitted declining use of radi by furniture retailers but searched for specifi ways to reverse that trend.

Among suggestions was to take advantag of selling implications in fact that "during th early months of the year . . . furniture sale are low . . . and the listening index is high."

BAB retail information folders will consi of series of file folders, each containing descrip tive material on different retail business. Eac release is to contain two editions, one for tele vision and one for radio. First covered onl radio but TV edition will be ready soon. Bu future releases will publish both editions s multaneously. Second folder on jewelry bus ness is scheduled for Dec. 1 and others o laundry-dry cleaning business and on banks ar to come out early in 1950.

NARSR CUTS DUES

NATIONAL Assn. of Radio Station Repre sentatives reducing 1950 dues to two-thirds o those for 1949, when association had heav legal costs in connection with Washingto hearing, published spot rate finder and ha other expenses not expected to recur next yea Thomas F. Flanagan remaining as managin director on altered basis which leaves hi more time to devote to other interests.

"GONNA TRADE IT IN NEXT WEEK!"

YUP, by golly, us Red River Valley yokels in North Dakota keep right up-to-date. And with an Average Effective Buying Income that's $1729 higher than the national average, big spendin' comes easy.

WDAY, Fargo, persuades our hayseeds to buy more knicknacks, luxuries *and essentials* than any other station in this area, because they listen to WDAY *more than five times as much as to any other station!*

YES, FOR FIVE CONSECUTIVE MONTHS (DEC. '48 THRU APR. '49) WDAY HAD THE NATION'S HIGHEST SHARE-OF-AUDIENCE HOOPERATINGS — MORNING, AFTERNOON AND NIGHT!

WHAT'S MORE, WDAY'S RURAL COVERAGE IS EVEN MORE ASTOUNDING!

Let us or Free & Peters send you all the facts, *today!* You just wouldn't believe any one station could pile up such a record against *any* competition!

WDAY

FARGO, N. D.

NBC • 970 KILOCYCLES • 5000 WATTS

FREE & PETERS, INC.
Exclusive National Representatives

AVAILABLE IN *Indianapolis!*

M-G-M RADIO SHOWS

M-G-M THEATER OF THE AIR

A full hour of top dramatic entertainment once a week, presenting Hollywood's most glamorous stars in thrilling radio adaptations of all-time M-G-M- picture hits.

JUDGE HARDY'S FAMILY

The Famous movie series, never before released for radio adaptation, starring Lewis Stone, Mickey Rooney and Fay Holden . . . a half-hour presentation once weekly.

THE ADVENTURES OF DR. KILDARE

One of the most famous motion picture series, adapted to radio for the first time, and starring Lew Ayres and Lionel Barrymore, who created the leading roles on the screen. One-half hour per week.

MAISIE

Starring Ann Sothern . . . half-hour, once weekly, presenting brand new radio adaptations of the popular M-G-M pictures, other adaptations of which proved equally popular as a network radio series.

AT HOME WITH LIONEL BARRYMORE

One of the world's most famous and beloved stars chats, reminisces about the stage, the screen, and its people. Three fifteen minute programs per week.

COST AND TIME AVAILABLE QUOTED ON REQUEST

First IN INDIANA ANY WAY YOU JUDGE!

WFBM INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

Associated with: WFDF *Flint* — WOOD *Grand Rapids* — WEOA *Evansville*

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone ME 1022

IN THIS BROADCASTING . . .

Forces Muster Against Arkansas Tax Rule . . . 15
Sale of KMPC to NBC Called Off . . . 15
CBS Announces $5 Million Time Sales in October . . . 16
Network September Gross Tops $14 Million . . . 17
NBC Advertising, Promotion Changes Slated . . . 17
Black Drug Puts Two-Thirds of Budget in Radio . . . 18
National Safety Council Makes Awards . . . 20
NAB District 8 Supports BAB . . . 21
Negro Market Pays Off for WDIA Memphis . . . 22
Rural Programming Discussed at NARFD Meet . . . 56
Radio Aids Red Feather Success . . . 65

Telecasting Section and Index, page 29, 31

DEPARTMENTS

Agencies	12	News	32
Allied Arts	64	On All Accounts	11
Commercial	52	On Dotted Line	60
Editorial	26	Open Mike	32
FCC Actions	49	Our Respects to	26
FCC Roundup	72	Production	34
Feature of Week	11	Programs	67
Management	28	Promotion	58
Network Accounts	10	Radiorama	29
New Business	10	Upcoming	53

FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; How's Business
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ART KING, *Managing Editor*

J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Mary Ginn, Tom Hynes, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Audrey Boyd, Estelle Dobschultz, Kathryn Ann Jones, Pat Kowalczyk, Wilson D. McCarthy, Jean D. Statz; Eleanor J. Brumbaugh, *Assistant to the Publisher.*

BUSINESS

MAURY LONG, *Business Manager*

Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Elaine Cahn; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston.

CIRCULATIONS AND READERS' SERVICE

JOHN P. COSGROVE, *Manager*

Lillian Oliver, Warren Sheets, Elaine Haskell, Edward V. Duggan, Grace Motta, Chapalle Hodgson.

NEW YORK BUREAU

250 Park Ave., Zone 17, PLaza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28, HEmpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO

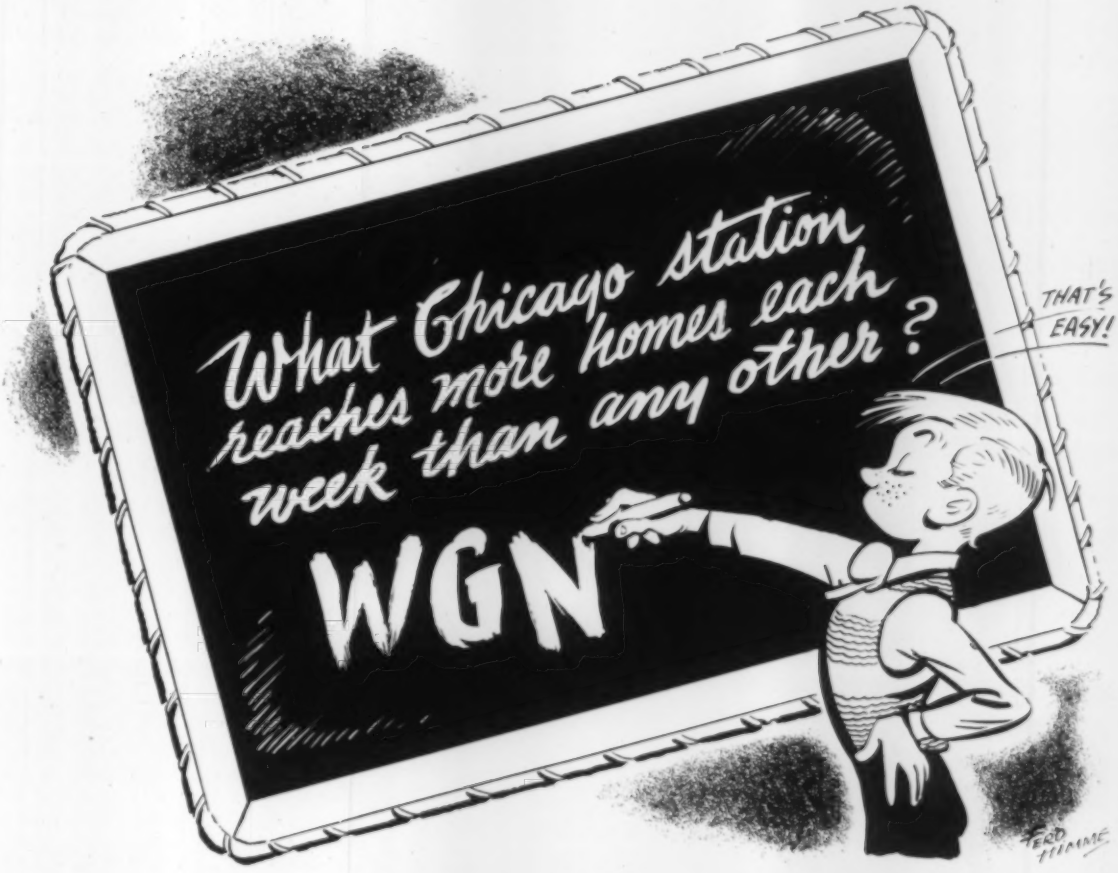
417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Patent Office

Copyright 1949 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy



YES! **. . . everyone knows the answer to that question. And the answer, year after year, has been the same—WGN***

This means that advertisers have a better opportunity of having their messages heard on WGN than thru any other Chicago station. This impact is made possible thru the power, prestige, and programs that are synonymous with WGN.

Sure, surveys point out that WGN is the outstanding station in Chicago, but we've got even more—sales success stories and listener response that prove WGN's effectiveness on that great intangible . . . the listening audience.

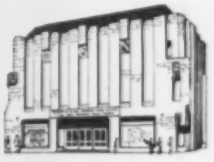
** Nielsen Annual Coverage Report, Feb.-Mar., 1946, 1947, 1948, 1949.*

***Make your next buy, your best buy*—WGN**

A Clear Channel Station . . .
Serving the Middle West

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

Messrs. Hooper and

1/ CBS evening programs have the highest average rating in radio today.

CBS average Hooper: 10.0; the next closest network, 8.1; and the remaining two networks an average of 5.9.
On Nielsen, CBS rated 10.7; the next closest network, 8.6; and the remaining two, averaged 4.8

2/ CBS has most of the most popular programs- nearly three times as many as all other networks combined.

Hooper gives CBS 11 out of the "top 15"; the next closest network, 3; and the remaining two networks, 1.
Nielsen gives CBS 15 of the "top 20"; the next closest network, 4; and the remaining two networks, 1

That's why advertisers agree CBS gives them the bigge

Nielsen do agree...

Source: Eve. network commercial programs, 1948 and 1949
Hooper—October 1-7, 15-21
Nielsen—First Oct. report (average audience basis)

3/ Over the past year, radio listening shifted heavily to CBS and away from other networks.

Hooper shows a 15% *increase* in listening to CBS over last year; a 20% *drop* for the next network; a *drop* for the remaining two, combined. Nielsen shows a 16% *increase* for CBS; a 14% *drop* for the next network; and a *drop* for the remaining two

4/ The average program that remained on CBS increased its audience over last season. The average show that didn't switch to CBS from the next network lost listeners.

Hooper shows the average program that stayed on CBS went *up* 3%; those that stayed on the next network went *down* 15%; Nielsen shows CBS *up* 3%; the next network *down* 10%

audiences at the lowest cost in all advertising.

Smoothest

Howard Carlson

Ozzie Osborne

5 voices

on the

Vince Leonard

air in

Indianapolis

Bill Faulkner

Gene Allison

In analyzing the extremely high sales response to WISH shows, we take our hats off to our competent staff of announcers. That's because here at WISH an announcer must be a SALESMAN first—then a s-m-o-o-t-h-i-e on the air. All 5 of our announcers have a persuasive, sales-wise delivery that rings with enthusiasm . . . a personality that "gets across," that gets action. As you well know, that's mighty important in choosing a radio station. It keeps us almost constantly booked up.

WISH

1310 kc INDIANAPOLIS · A-B-C NETWORK

FREE & PETERS, *National Representatives*

George J. Higgins, General Manager

New Business

SALES AFFILIATES, New York, national distributors of Zotos Fluidwa new beauty salon permanent wave, sponsor *The Adventures of Maisie* sta ring Ann Sothern, on WMGM New York, as first step in market-to-mark program plan. Weekly series is owned and packaged by MGM. Company planning to place show in major cities throughout country where they ha distribution. Getschal & Richard, New York, is agency.

KELLOGG Co., Battle Creek, Mich., adds WCBS New York to 31 Pacific Coa stations on CBS currently carrying *Mother Knows Best.* Agency: Kenyon Eckhardt, New York.

EGAN, FICKETT & CO., New York, for its Hurdy Gurdy brand of orange and grapefruit, scheduling series of one minute TV announcements on thre stations in New York area, WCBS-TV, WABD (TV) and WPIX (TV). Com pany is also sponsoring radio show for its distribution of Nevins India River oranges and grapefruit. Program is *The Adventures of Michael Shayn* Friday 8-8:30 p.m. on WOR New York. Moore & Hamm Inc., New York, a agency.

LIGGETT & MYERS for Chesterfield cigarettes, adds WDKD Kingstree, S. C. to list of stations carrying *Bing Crosby Show,* Sunday, 4:30-5 p.m. Statio also carries 42 one-minute spots per week for L&M. Agency: Newell-Emmet Co., New York.

BRESSEE Co. and **SALINA Co.,** Syracuse, N. Y. (Chevrolet dealers), alternating sponsorship of *INS-Telenews* weekly on WHEN (TV) Syracuse. Reel has automotive sponsors in Detroit, Los Angeles, Minneapolis, New York, Omaha Schenectady, San Diego and Toledo.

DOYLE PACKING Co., Long Branch, N. J. (Strongheart Dog Food), supple menting current campaign on five Eastern stations with four-week spot cam paign on two New York stations, WCBS and WOR. Firm running 11 spots weekly on WOR; three weekly on WCBS. Agency: John H. Riordan Co.

FORD MOTOR CO. using television announcements of its new 1950 models in about eight TV markets. Varied contracts of from one to four weeks are used. J. Walter Thompson Co., New York, is agency. Video schedule is in addition to heavy radio spot campaign.

WILSON & CO., Los Angeles (Ideal Dog Food), planning 26-week spot cam paign in three Southern California markets to start about Dec. 1. Markets include Los Angeles, San Diego, and San Bernardino. Agency: Davis & C Los Angeles.

CANADIAN INDUSTRIES Ltd., Montreal (anti-freeze division), starts spo announcement campaign on large number of Canadian stations. Agency Ronalds Adv. Agency Ltd., Montreal.

Network Accounts • • •

STERLING DRUG Inc., New York, renews *Bride and Groom* on ABC for 5 weeks effective Jan. 2. Mon.-Fri. 2:30-3 p.m. Agency: Dancer-Fitzgerald Sample, New York.

STUDEBAKER Corp., South Bend, Ind., renews *Sam Hayes Newscast,* Monday Wednesday, Friday, 10 p.m., PST, for 52 weeks on 11-station NBC western net work starting Jan. 2 through Roche, Williams and Cleary, Chicago.

LINCOLN-MERCURY DEALERS of New York renew *Toast of the Town* on CBS-TV, Fri. 8-9 p.m. Agency: Kenyon & Eckhardt, New York.

STANLEY HOME PRODUCTS Inc., Westfield, Mass., to sponsor Dec. 11 5-5:3 p.m. one-time program featuring Boys' Town Choir on 273 ABC station Agency: Charles W. Hoyt Co., New York.

Adpeople • • •

MARION SHERWOOD, former account executive with Dorland Inc., New York appointed advertising and promotion manager of United States Time Corp. New York.

Mrs. LUCILLE GOOLD appointed promotion director supervising advertising publicity and promotion for Saks Fifth Avenue, New York. She formerly was vice president in charge of fashion advertising and merchandising at Hirshon-Garfield Inc., New York.

LAST CALL FOR 1950 YEARBOOK ADVERTISING

Final deadline: December 1, if proofs are desired.

★

Otherwise, these deadlines: **(no proofs)**

★

State directories of Ala.-Ky. print Dec. 5. Deadline, Dec. 1.

★

Kansas-South Carolina print Dec. 10. Deadline, Dec. 6.

★

All other departments print Dec. 15. Deadline, Dec. 10.

★

Wire collect today, if you wish to reserve space in your respective state sections.

★

Minimum size ad for state directories: half page (8½" x 5½"). One time rate: $200. Full page size: 8½" x 11". Rate, $350, one time. Frequency discounts apply for all current advertisers.

★

Quarter pages and eighth pages will be positioned in either Agency, Spot Advertiser or Network Advertisers sections.

★

17,000 guaranteed circulation.

★

Yearbooks will be released in mid-January, 1950.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

Feature of the Week

Mr. Bell makes his entrance at the jamboree-broadcast.

* * *

THERE is nothing unusual about a radio party to promote a program or personality but it is something else again when the party begins at the chilling hour of daybreak. And it really is news when attendance at such a show registers 4,500 between the hours of 6 and 9 a.m.

This remarkable feat was performed by KRNT Des Moines in celebrating the third anniversary of its popular morning man, Don Bell. His second-year party marking his association with the station had overflowed the *Des Moines Register & Tribune* station's studios. This year, the station executives decided to move the event to the KRNT 4,200-seat theatre.

To soothe otherwise undisturbed sleepers, coffee and doughnuts were served free in the theatre lobby. When the curtain parted at 6 a.m., over 1,000 fans were in the audience. The sidewalk outside the

(Continued on page 63)

On All Accounts

IN the remote eventuality that energetic Producer George Foley should ever slip badly on one of his productions, chances are Publisher Foley would print a searing study of that failure. But he would have to choose his words carefully lest Attorney Foley hale him to court to challenge the propriety of that criticism.

GEORGE

However, the prospects of such action appear somewhat improbable for the Foleys in the case are all one: Given names, George Francis; major occupation, television chief, Newell-Emmett Co., New York.

Member of a newspaper family, George obtained his law degree from Fordham in 1940. After a year as a trial lawyer, he joined the Coast Guard, there to produce, with John Cole of Ruthrauff & Ryan, the celebrated "Tars and Spars," a Coast Guard hit that toured service bases all over the world.

In addition, the young lawyer-turned-showman produced a movie called "Active Service," following that with a book, *Sinbad of the Coast Guard*, which Universal Pictures adapted into a movie.

Abandoning law entirely upon his separation from the service in 1946, Mr. Foley joined Newell-Emmett in its public relations department. In 1947, at the age of 28, he was named an account executive; and when the agency organized its television department in 1948, Mr. Foley was called on to head that operation.

All of the Newell-Emmett shows are to be found in the top 10 program listings. These include the *Arthur Godfrey* and *Supper Club* shows, both sponsored by Chesterfield; and *Suspense*, underwritten by Auto-Lite.

Mr. Foley's newspaper properties include a pair of weeklies in New Jersey.

The Foleys were married Oct. 14, 1944. She is the former Margaret Gorley, one of the stars of "Tars and Spars." They have three children, Eileen, 4; Patricia, 2, and James, 6 months.

Mr. Foley's hobby is photography. He also is writing a book on television for Dodd, Mead, publishers.

for profitable selling— INVESTIGATE

WDEL
WDEL-TV
WILMINGTON
DEL.

WKBO
HARRISBURG
PENNA.

WORK
YORK
PENNA.

WRAW
READING
PENNA.

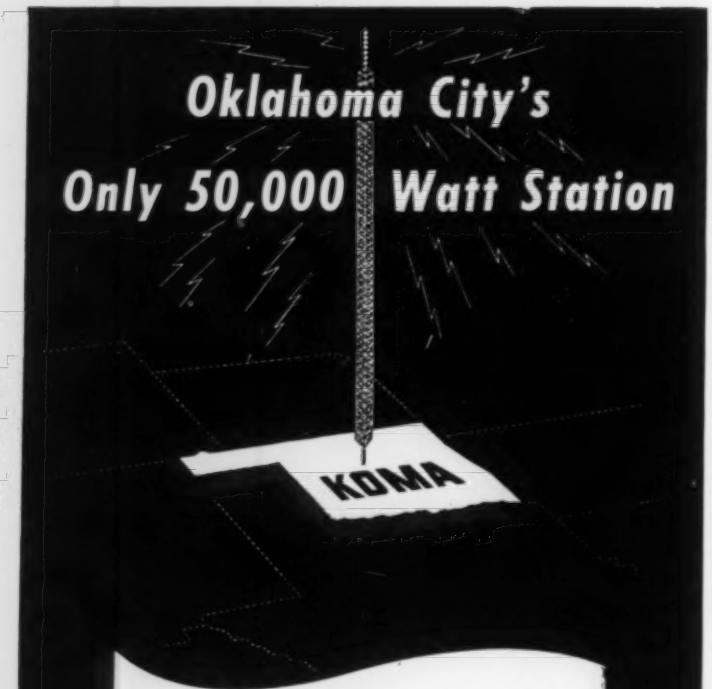
WEST
EASTON
PENNA.

WGAL
WGAL-TV
LANCASTER
PENNA.

NBC AFFILIATES

Represented by
ROBERT MEEKER
ASSOCIATES
New York • Chicago
San Francisco • Los Angeles

STEINMAN STATIONS



Put sales power . . .

KOMA and TOMMY ALLEN

. . . behind your product in Oklahoma!

KOMA, Oklahoma City's only 50,000 watt station, merchandises, promotes and sells throughout 60% of all the rich Oklahoma market.

Tommy is KOMA's own singing disc-jockey proprietor of "Tommy's Variety Store", a store which sells the products of 9 local and 11 national sponsors from 3:35 to 5:30 Monday through Friday.

To put sales power behind *your* product, let us or Avery Knodel give you the complete picture of KOMA, Oklahoma's best buy in radio.

J. J. Bernard
General Manager

KOMA

Outlet for the Columbia Broadcasting System

REPRESENTED BY Avery-Knodel INC.

Agencies

WILSON A. SHELTON, who had his own consulting business for past [illegible] years becomes vice president in creative department of Dancer-Fitzgerald-Sample, New York. He was formerly vice president and [illegible] supervisor at Kenyon & Eckhardt and was with BBDO and the Biow Co., New York.

C. D. PROCTOR, recently retired from American Type Founders where [illegible] had been vice president in charge of domestic sales and promotion manage[illegible] joins G. M. Basford Co., New York, as manager of new created division of sales services.

Mr. Proctor

WILLIAM H. BOTSFORD, recently vice president of [illegible] Inc., Chicago public relations counsel firm, appointed pub[illegible] relations director and account executive for Denman & Betteridge Inc., Detroit.

ARTHUR L. FORREST, member of NBC promotion st[illegible] for five years and more recently promotion manager [illegible] WOAI and KTSA San Antonio, Tex., appointed copy chi[illegible] for Curt Freiberber & Co., Denver.

VAN DIVER & CARLYLE Inc., New York, changes firm name to **Van Diver & Crowe Inc.,** upon appointment of **PHILIP K. CROWE,** recently China ECA re[illegible]resentative, to board chairmanship. **PAUL CARLYLE,** executive vice presiden[illegible] retired Nov. 16. **VERNON H. VAN DIVER** remains agency president.

BILL WELSH, for past five years general manager of Allied Adv., Los Angeles, joins Walter McCreery Inc., that city, as head of radio and televisio[illegible] department.

ERNEST D. KOSTING, formerly advertising manager of Burlington Mills Inc., and associate copy director of J. M. Mathes Inc. joins Owen and Chappell Inc. as associate copy director. All are New York firms.

HARRISON LLOYD TAYLOR, formerly with Remington-Rand Inc., New York, joins copy department of Kenyon & Eckhardt, New York.

RALPH E. DeCASTRO, with C. J. La Roche and Co., New York, for over a year, elected a vice president of firm. **CRAWFORD PATON,** with company for three and one-half years as vice president in charge copy research, made manager of research department. **M. JAMES MANNING,** with firm for two years, named assistant treasurer.

RICHARD W. BYRNE and **JOAQUIN GRILL,** formerly with Sherman & Shaw Adv., San Francisco, form Byrne & Grill Adv. Agency at 420 Market St., same city.

DANIEL H. PRICE, formerly with Funt Co. and Charles M. Storm Co., both New York, joins Ritter & Sanford Inc., New York, as a partner and vice president. Agency's name changed to Ritter, Sanford & Price.

HARRY TORP, formerly with Kenyon & Eckhardt, New York, joins Owen & Chappel, New York, as media director.

NORMAN WEXLER joins research department of Brooke, Smith, French & Dorrance Inc.'s Detroit office.

ROSS HORTON, formerly with Stone Assoc., San Francisco, joins Julius A. Bertrand, agency for Bankers Life Insurance Co., same city.

PAUL ROBERTS, formerly radio director at NBC, joins radio department of Benton & Bowles, New York, as script editor and radio director.

A. W. MOORE, formerly president, copy chief and media director of Agency Assoc., Los Angeles, joins Dozier-Graham-Eastman, that city, as account executive.

G. RANDOLPH ELLIOT, with Daniel Starch and Staff, New York, for three and one half years, named field director of television research for the organization.

KEITH BABCOCK ADV. AGENCY moves to larger quarters in deYoung Bldg., Market and Kearny streets, San Francisco.

CLINTON CARPENTER joins copy and creative staff of Ruthrauff & Ryan Inc., New York. He formerly was with William Esty & Co., Biow Co. and Grey Advertising, all of New York.

ERNIE SMITH, formerly commercial manager of CFCF Montreal, joins Erwin Wasey of Canada Ltd., Montreal, as radio director.

JOHN E. MACZKO, formerly eastern representative of Industrial Maintenance, joins Wehner Advertising Service, Newark, N. J., as account executive.

JERRY HILL of Walter McCreery Inc., Los Angeles promotion department, is the father of a boy, David Andrew.

IF THE SHOE FITS..

WHEN the booklet "Upper Midwest Food Sales" arrived at WNAX, we said, "this shoe fits us." The booklet prepared for the Twin City Food Brokers Association by Roland S. Vaile, professor of Economics and Marketing, and Edwin H. Lewis, assoc. professor of Economics and Marketing at the University of Minnesota, describes the tremendous market developed in the states of Minnesota, North Dakota and South Dakota—three of the five states in Big Aggie Land.

It seems that the agricultural folks are loaded. For instance, the brochure says the average retail sales per family in 1948 in this Upper Midwest area was $3,864, as opposed to the national average of $3,131. In 1948, farm folks in all of Big Aggie Land—the 308 counties within Minnesota, the Dakotas, Nebraska and Iowa—accounted for nearly $3-billion in *net* farm income. Big Aggie Land is the world's richest agricultural area—served only by WNAX.

In this rich, stable area, where the ebb and flow of industrial strife are only headlines, 61% of the population is rural. Radio is basic . . . and radio *is* WNAX. A 1948 diary study, made in 80 counties representing the five states covered by WNAX, showed that, of the 43 stations mentioned, listeners liked us best 94.7% of all daytime quarter hours—78.9% of all evening quarter hours. Call your Katz man for full particulars.

We'd be pleased to forward the brochure on "Upper Midwest Food Sales" to you upon your request.

IT'S EASY, IF YOU KNOW HOW!

WITH 24 years of successful radio Know-How behind us, we of KWKH "fly through the air with the greatest of ease" —get spectacular results in broadcasting to our Southern audience. Here's the Hooper proof—our Share of Audience figures for Shreveport for Mar.-Apr. '49:

MORNINGS (Mon. thru Fri.) KWKH	**39.6%**
Next Station	23.3%
AFTERNOONS (Mon. thru Fri.) KWKH	**31.7%**
Next Station	29.7%
EVENINGS (Sun. thru Sat.) KWKH	**42.5%**
Next Station	28.9%

With 50,000 watts, CBS, and outstanding local programming, KWKH does just as impressive a job in the rural parts of this prosperous four-state area as in Shreveport. *Write today for the complete facts.*

KWKH

SHREVEPORT **Texas** **LOUISIANA** **Arkansas** **Mississippi**

50,000 Watts • CBS •

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING
TELECASTING

Vol. 37, No. 22 WASHINGTON, D. C., NOVEMBER 28, 1949 $7.00 A YEAR—25c A COPY

RADIO TAX BATTLE

Defense Forces Muster Against Arkansas Case

By J. FRANK BEATTY

THE case of the Little Rock, Ark., tax on radio stations started snowballing last week into a problem of unexpected importance as:

- The city of North Little Rock prepared to make KARK pay the same tax as that levied by Little Rock.
- Advertising Federation of America challenged the tax on salesmen.
- NAB's Legal Dept. issued a long statement answering criticism of its role in the case.
- Two Little Rock stations (KARK, KGHI) asked the U. S. Supreme Court to reconsider its refusal to hear their appeal.
- NAB entered the rehearing proceedings as *amicus curiae* (friend of the court).
- Both petitioners suggested the highest court had made an inadvertent mistake that should be corrected.
- Signs developed that cities all over the nation would jump on Little Rock's tax scheme.
- The whole local tax situation became involved in confusion.
- KARK and KGHI told the court broadcast stations should no longer be subject to controls by Congress because the Arkansas ruling in effect removes the industry from its interstate status.

AFA Studies Case

E. G. Borton, Advertising Federation of America president, told BROADCASTING AFA is studying the Little Rock case to decide its future course. He said the association is concerned over the $50 annual tax by the city on each person who solicits intrastate radio advertising.

AFA officially alerted the Little Rock Ad Club of the possible nationwide consequences of a tax on advertising salesmen, he said. The Little Rock club is to take formal action at its meeting today.

AFA had not decided, however, whether it would enter the U. S. Supreme Court rehearing proceedings as *amicus curiae*.

The Little Rock stations' challenge to all Federal regulation of broadcasting is based on the U. S. Supreme Court's one-sentence statement in which it merely said no federal question was raised and it would not hear an appeal from the Arkansas Supreme Court. The Arkansas Supreme Court had held valid the two-ply broadcast tax after a county court had adjudged it invalid.

The highest court's decision, which has thrown the whole local tax structure into confusion, was suported by a citation (Crutcher v. Kentucky, 141 U. S. 47).

What has baffled lawyers who have studied the whole situation is the fact that the Crutcher case held a state tax invalid as applied to interstate commerce. That's just what broadcasters have contended all along, and the court is reminded in briefs filed last week that a mistake appears to have been made.

By inference, they argue, the court has upset the Fisher's Blend case, bulwark of legal protection against attempts to break down the industry's interstate character. Many other decisions support the Fisher's Blend decision.

KARK and KGHI, in a brief filed by Bruce T. Bullion, Little Rock, as attorney, said, ". . . it might be further argued with some merit that radio was no longer subject to the many rigorous controls which Congress has heretofore placed upon it.

"It is not believed that it is the policy of this court to so summarily and inferentially overrule such important doctrines or to leave the apparent confusion that presently prevails throughout the radio industry as to the true meaning of this decision."

Double Tax

While a number of Arkansas cities were ready to adopt the Little Rock radio tax, the city of North Little Rock was prepared to go them one better and make KARK pay two sets of taxes. KARK's studios and offices are located in the city of Little Rock. Its transmitter is located across the Arkansas River in North Little Rock, a separate city. North Little Rock's mayor also has indicated KXLR, that city, will be assessed taxes similar to those of Little Rock.

Among other Arkansas cities poised to levy the broadcasting taxes were Hot Springs, El Dorado, Russellville and Camden.

G. E. Zimmerman, KARK vice president and general manager, told BROADCASTING, "They can tax us out of business if this keeps up. The mayor of North Little Rock has publicly stated that he will make us pay the tax in his city as well as Little Rock."

S. C. Vinsonhaler, part owner and general manager of KGHI, said the station had been ordered by Roy Beard, city tax collector, to pay the $416.67 in license taxes since May 1948 plus $50 on each salesman by Dec. 1 but later had received notice that payment could be deferred pending the Supreme Court rehearing proceedings.

Both stations have been asked to submit lists of their intrastate advertising solicitors to Mr. Beard.

Little Rock newspapers pay a $1,000 annual privilege tax. This levy covers everything, including salesmen. The radio tax, on the other hand, puts a $250 annual tax on stations for generation of electromagnetic energy and then taxes each salesman $50 a year.

While definite steps by cities to impose the radio tax had been confined mostly to Arkansas, the tax

(Continued on page 60)

KMPC SALE

Negotiations With NBC Off

NEGOTIATIONS for the sale of KMPC Los Angeles by G. A. Richards to NBC [BROADCASTING, Oct. 17] have been called off "by mutual agreement," spokesmen for the Richards interests announced last week.

The announcement said discussions, which have been in progress for several weeks, were terminated Wednesday when NBC asked for "certain guarantees . . . which were impossible of fulfillment."

Richards spokesmen said one of the requested guarantees was that KMPC definitely go to 50-kw nighttime operation within six months. The station, on 710 kc, has a 50-kw construction permit but has been operating with 10 kw at night pending solution of a directional antenna problem, it was explained.

When representatives of Mr. Richards contended that no licensee could make such a guarantee because its accomplishment depends upon FCC action, the announcement said, NBC insisted that the transmitter be moved to a new location and the expense borne by the present KMPC owners.

"This amounted to a further substantial reduction in price and was unsatisfactory to Mr. Richards and his associates," the announcement said. "KMPC will, therefore, continue to operate as the highest powered independent station on the West Coast."

Tentative Sale Price

The sales price tentatively fixed in the negotiations had been reported as $1,250,000. Last week's announcement did not mention a figure, but said that in view of Mr. Richards' wish to retire from active broadcasting operations NBC's offer had been considered "in spite of the fact that [it] was considerably less than other offers made for KMPC by NBC in the past."

NBC Board Chairman Niles Trammell, who reportedly had participated in the negotiations, said he had "no comment" on the announcement.

NBC has long sought to acquire its own station in the key Los Angeles market and has negotiated intermittently with the Richards group over a period of years.

Mr. Richards owns 64.8% of KMPC. He also owns 71.64% of WGAR Cleveland and, with his wife, 62.39% of WJR Detroit. Last week's announcement came from the WJR publicity department.

License-renewal applications of all three Richards stations, plus an application to transfer control to three trustees, have been set down by FCC for hearing.

Among the issues are Mr. Richards' news policies, based on charges by the Radio News Club of Hollywood contending that he ordered KMPC staff members to slant news against members of the late President Roosevelt's family and certain minority groups. A motion for deletion of these issues has been filed by counsel for Mr. Richards and is now awaiting FCC's decision.

TRAMMELL PACT

Gets $100,000 as Chairman

NILES TRAMMELL'S seven-year contract as chairman of the board of NBC at a basic salary of $100,000 a year became a matter of public record last week. The new contract amends one he held, at the same salary, as NBC president.

Signed a month ago when Mr. Trammell became chairman of the board and Joseph H. McConnell became NBC president, the contract is effective from Jan. 1, 1948, to Dec. 31, 1954. His contract as president, executed in January 1948, was effective from Jan. 1, 1948, to Dec. 31, 1952.

The new contract contains security provisions not unlike those contained in the contract which Frank Stanton signed as CBS president early this year. Mr. Trammell's agreement provides that if his employment as chairman of the board does not continue after the expiration date of the contract, he will be retained for another five years as a consultant at $25,000 a year.

FMA-NAB MERGER

Official Invitation Issued

FM ASSN. last week was officially notified by NAB Secretary-Treasurer C. E. Arney Jr. that the NAB board had invited FMA's members to merge. FMA's Executive Committee had considered the invitation at a Nov. 18 meeting [BROADCASTING, Nov. 21].

Next step will be a meeting of the FMA board, which is expected to submit the matter to the association's membership.

NAB's invitation followed recommendation of its Structure Committee which in turn had accepted a plan suggested by a joint NAB-FMA liaison group that met in Washington last Oct. 20.

The merger plan proposes these NAB activities on behalf of FM: Collect and compile information for stations on FM operation, progress and set distribution; conduct FM listener and measurement studies; develop a pool of program and promotion ideas; compile list of stations; conduct management studies; cooperate with other NAB departments.

BRISTOL-MYERS

Names Three Adv. Managers

BRISTOL-MYERS Co., New York, last week announced the promotion of three assistant advertising managers to advertising managers of specific products. Wallace T. Drew will supervise Sal Hepatica, Resistab, Brushless Shave Cream and Ingram Ammonium tooth powder. Donald S. Frost will handle Trushay, Ammen's Antiseptic Powder and Vitalis. Roger C. Whitman will head advertising for Ipana, Bufferin, Mum and Minute Rub.

Drawn for BROADCASTING by Sid Hix

"It's ok, boss, we'll make the job-extension cord or no extension cord!"

CBS TIME SALES

$5 Million New Business Reported in Month

A TOTAL of more than $5 million in new time sales was rung up on CBS cash registers during the past month, the network announced last week. This figure includes the recent sale of the network's *Life with Luigi* radio package to William Wrigley Jr. Co., Chicago, and the *Ken Murray Blackouts* video show to Anheuser-Busch Corp., St. Louis, for Budweiser beer.

Four hours of network time, including two evening half-hour shows, one afternoon 30-minute program, and a five-a-week series, are represented in the total. In addition one-time sponsorships of the Orange and Rose Bowl football games by Gillette Safety Razor Co., Boston, are included.

Shows included in the count are: *House Party*, Mon.-Fri., 3:30-3:55 p.m., starting Jan. 3, sold to Pillsbury Mills Inc.; *Get More Out of Life*, Sat. 2:30-3 p.m., starting Jan. 7 for William H. Wise & Co. (books); *Skippy Hollywood Theatre*, Thurs., 10:30-11 p.m., starting Dec. 1, for Skippy Peanut Butter; *Life With Luigi*, effective Jan. 10, 9-9:30 p.m. Thurs., *Ken Murray Blackouts*, CBS-TV, 8-9 p.m. Sat.; the UN television series sponsored by Ford Motor Co.; the Thanksgiving Day full hour simulcast for Longines-Wittnauer Watch Co., and the Nov. 24 *Hotpoint Holiday* purchased by Hotpoint Inc., New York.

Other CBS one-time radio sales not previously announced, are the full-hour Christmas Day drama, *Servant in the House*, to be sponsored also by Hotpoint through Maxon Inc., New York, scheduled for Sun., Dec. 25, 5-6 p.m., and the Notre Dame vs. Southern California football game, aired last Saturday, under sponsorship of the Pontiac Motor Division of General Motors through McManus, John & Adams, Detroit.

BEAUTY SALES

Night Spots Pay Off

LADIES losing beauty sleep are quick to invest in beauty advertised on past midnight radio programs. This is the discovery of Eve Wygod, of Love-Lite Beauty Studios, New York.

Miss Wygod, in an experimental one-minute spot campaign, bought time for seven nights running on WMGM New York, offering, on the Bea Kalmus midnight to 1 a.m. program, a $35 permanent wave for $15 to the first 25 women calling Miss Wygod at her home.

According to Miss Wygod, results were so overwhelming that not only were the 25 appointments made as fast as she could answer the telephone, but more than 25 were turned down each night. Calls were received as late as 2:30 a.m., and had to be handled, starting the second night of the offer, by a telephone answering service. Gratified with the returns from her primary campaign, Miss Wygod has signed a 13 weeks contract with the Bea Kalmus show, with spots to run nightly.

Miller Renews

MILLER Brewing Co., Milwaukee, through Klau-Van Pietersom-Dunlap Assoc., also Milwaukee, has renewed sponsorship for 26 weeks of the ABC *Lawrence Welk Show* aired Wednesday, 10-10:30 p.m.

RECRUITING PACT

Army, Air Force Name Gr

GRANT ADV. Inc., Chicago, has been selected to handle the advertising services for the Army and Air Force recruiting progra effective Jan. 1, 1950, the Defe Dept. announced last Tuesday. selection was made jointly Army Secretary Gordon Gray Air Force Secretary Stuart S mington.

The new contract will run for 18-month period, or until July 1951, the department said. other details were revealed Grant was chosen after a defens group had studied about a dozen agency presentations for the contract. Amount of the 1950 budg has not been announced.

Gardner Advertising Co. held the joint account the past months, and will place advertising already prepared for the duration of 1949. Selection of Grant eliminates a four-month study Army-Air Force recruiting need to determine whether the Defens Dept. should continue its ad campaign.

Mark Martin, vice president Gardner Advertising, served as special consultant to the Personnel Policy Board after announcing his agency would not compete for the contract if the advertising campaign were extended [BROADCASTING, Oct. 31].

Gardner originally had been selected to handle the account ending June 30, 1950, but the Defens Dept. decided to terminate the contract effective Oct. 31 while it reexamined recruiting needs. The action served eventually to reopen agency bids after officials of Ruthrauff & Ryan had protested the "arbitrary" choice of the military [BROADCASTING, Aug. 8]. When the study was completed, Gardner's tenure was extended to Dec. 31.

The original advertising budget was placed at $1,880,000, of which an appreciable amount was radio

Names R. H. Coffin

RALSTON H. COFFIN, former McCann-Erickson Inc. account executive, has been appointed director of advertising for the RCA Victor Div., Camden, N. J., Robert A. Seidely, vice president in charge of distribution, announced last week. Mr. Coffin, who was associated with McCann-Erickson for the past five years and with the advertising business for 19 years, assumes the new post Dec. 1. In his new position, Mr. Coffin will coordinate and administer RCA Victor's advertising, marketing and promotion of 45-rpm instruments and records, television, radio and other product lines.

Mr. Coffin

TIME SALES

Network Sept. Gross Over $14 Million

COMBINED gross time sales of the four nationwide networks in September totaled $14,082,021, a decline of 10% from the $15,646,362 network gross for the same month of last year, according to figures compiled by Publisher Information Bureau and released last week to BROADCASTING.

From the period January-through-September, the combined gross time sales of the networks equalled $139,111,454, down 4.2 percent from the sum of $145,320,596 for the like period of 1948.

Slight Losses

Individually, all networks showed losses for September billings from last year to this and all but CBS had lower January-September grosses in 1949 than in 1948. CBS had the largest gross time sales in September, but NBC ranked first in the nine-month billings list. For individual network figures, September and nine-month, 1948 and 1949, see Table I.

Procter & Gamble Co. was the largest user of network time in September, spending $1,325,232 for time to air the 29 network programs this company sponsors for its various products—seven for toilet soaps, four for Crisco and 18 for its household cleansers.

Sterling Drug Co. was the month's second largest spender for network time, paying the networks $644,872 for time to broadcast the ten programs it sponsors. General Foods ranked third, spending $630,242 for time to air its 13 network shows. The top ten network users are listed in Table II.

Foods and food products made up the leading class of network advertisers, both for September and for the year to date, with advertising of toiletries second, smoking materials third, drugs fourth and soaps and cleansers fifth, both for the month and the nine-month period.

The order is slightly at variance with that of September, 1948, when foods ranked first and toiletries second but soaps and cleansers were third, drugs fourth and smoking products fifth. For the January-to-September 1948 period, the rank order of the top five classes was foods, toiletries, drugs soaps and cleansers and smoking materials.

Table III lists the expenditures of each product group for network time for September and the nine-month period for both 1948 and 1949. The top advertiser in each group in September is shown in Table IV.

* * *

TABLE I

Network	1948	Sept. % Gain or Loss	1949
ABC	$3,164,753	— 2.8%	$3,077,302
CBS	5,212,795	— 4.1	5,001,135
MBS	1,755,932	—32.9	1,178,388
NBC	5,512,882	—12.5	4,825,196
Total	$15,646,362	—10.0%	$14,082,021

January-September

Network	1948	% Gain or Loss	1949
ABC	$32,128,984	— 0.8%	$ 31,874,710
CBS	45,260,410	+ 2.3	46,304,700
MBS	16,531,750	—17.1	13,710,341
NBC	51,399,452	— 8.1	47,221,703
	$145,320,596	— 4.2%	$139,111,454

TABLE II

TOP TEN NETWORK ADVERTISERS FOR SEPTEMBER 1949

1. Procter & Gamble	$1,325,232
2. Sterling Drug Co.	644,872
3. General Foods	630,242
4. Campbell Soup Co.	549,209
5. Lever Bros.	540,789
6. American Tobacco Co.	518,951
7. General Mills	504,333
8. Miles Labs.	463,138
9. Philip Morris & Co.	362,463
10. Liggett & Myers	352,943

TABLE III

GROSS NETWORK TIME SALES FOR SEPTEMBER 1949 BY PRODUCT GROUPS

	Sept. 1949	Jan.-Sept. 1949	Sept. 1948	Jan.-Sept. 1948
Agriculture & Farming	97,796	851,785	144,152	1,137,786
Apparel, Footwear & Access.	96,040	956,322	114,790	1,026,970
Automotive, Automotive Equip. & Access.	403,647	5,322,494	413,585	5,228,627
Aviation, Aviation Access. & Equip.	123,473	788,348	90,521	875,185
Beer, Wine & Liquor				
Building Materials Equip. & Fixtures	102,406	976,091	97,525	689,906
Confectionary & Soft Drinks	414,811	4,901,264	632,117	5,612,190
Consumer Service	188,625	1,414,994	184,011	1,799,432
Drugs & Remedies	1,705,159	15,346,259	1,747,670	16,996,536
Entertainment & Amusements	5,340	5,340	5,215	5,215
Food & Food Products	3,585,999	32,858,860	3,679,663	34,841,556
Gasoline Lubricants & Other Fuels	377,175	4,355,874	441,221	4,331,254
Horticulture	2,109	94,077		98,946
Household Equip. & Supplies	320,861	5,226,686	734,149	6,410,254
Household Furnishings	38,196	771,308	102,910	975,441
Industrial Materials	172,310	1,602,341	134,562	1,163,324
Insurance	289,792	2,898,531	325,895	3,200,312
Jewelry, Optical Goods & Cameras	285,012	2,898,531	113,126	660,972
Office Equip., Writing Supplies & Stationery	116,808	979,188	143,398	1,890,937
Publishing & Media	74,071	651,137	125,944	1,213,414
**Radios, TV Sets, Phonographs, Musical Instr. & Access.		731,545	65,460	1,139,743
Retail Stores		38,472		
Smoking Materials	1,777,239	17,211,249	1,510,741	14,942,324
Soaps, Cleansers & Polishes	1,467,269	14,589,061	1,919,750	14,954,687
Sporting Goods & Toys		62,774		59,089
Toiletries & Toilet Goods	2,124,220	21,805,726	2,480,495	23,858,795
Transportation, Travel & Resorts	71,820	855,248		
Miscellaneous	241,084	2,101,411	209,459	1,964,397
TOTAL	$14,082,021	$139,111,454	*$15,646,362	*$145,320,596

* An additional political category is included in this total: Sept. '48—$230,003; Jan.-Sept. '48—$243,304.

**Network programs advertising radios, etc., also advertise household appliances made by same company and are included in that category.

TABLE IV

TOP NETWORK ADVERTISER FOR EACH PRODUCT GROUP IN SEPTEMBER 1949

Agriculture & Farming	
Ralston Purina Co.	$34,549
Apparel, Footwear & Access.	
Adam Hats Inc.	33,298
Automotive, Automotive Equip. & Access.	
Electric Auto-Lite Co.	93,375
Aviation, Aviation Equip. & Access.	.....
Beer, Wine & Liquor	
Pabst Brewing Co.	72,885
Bldg. Materials Equip. & Fixtures	
Johns-Manville Corp.	102,406
Confectionary & Soft Drinks	
Pepsi-Cola Co.	158,874
Consumer Services	
Electric Cos. Adv. Program	67,038
Drugs & Remedies	
Sterling Drug Co.	571,351
Entertainment & Amusements	
Shipstad & Johnston	5,340
Food & Food Products	
General Foods	630,242
Gasoline, Lubricants & Other Fuels	
Sun Oil Co.	88,832
Horticulture	
Ferry-Morse Seed Co.	2,109
Household Equip. & Supplies	
Philco Corp.	136,456
Household Furnishings	.....
Industrial Materials	
E. I. du Pont de Nemours & Co.	64,620
Insurance	
Prudential Insurance Co.	116,974
Jewelry, Optical Goods & Cameras	
Longines-Wittnauer Watch Co.	75,730
Office Equip., Writing Supplies & Stationery	
Hall Bros Inc.	66,993
Publishing & Media	
Doubleday & Co.	26,421
**Radios, TV Sets, Phonographs & Musical Instruments & Access.	.....
Retail Stores	.....
Smoking Materials	
American Tobacco Co.	518,951
Soaps, Cleansers & Polishes	
Procter & Gamble	853,871
Sporting Goods & Toys	.....
Toiletries & Toilet Goods	
Lever Bros.	314,696
Transportation, Travel & Resorts	
Assn. of American Railroads	70,188
Miscellaneous	
Gospel Broadcasting Assn.	49,584

NBC CHANGES

Advertising, Promotion Next

THE advertising and promotion department of NBC probably will be the next to be split in the reorganization of the network, it was learned last week.

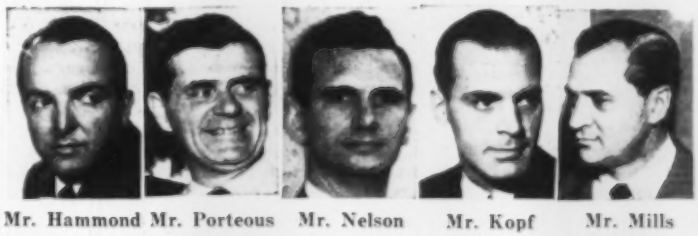
Charles P. Hammond, vice president and assistant to the president, will become vice president in charge of advertising and promotion for sound radio, it was learned. James Nelson, now director of advertising and promotion, will become chief of that department in the television unit of the network.

Roy C. Porteous, manager of the NBC advertising and promotion department, will join the newly organized television set-up in the sales department under George H. Frey, director of television sales, it was authoritatively reported.

Reassignment of other members of the present advertising and promotion department awaits the split of the department, which probably will not occur until a number of projects which have been in the works for some time are completed, it was said.

Meanwhile, the network announced some appointments in the sales department of its sound radio operation, headed by Harry C. Kopf, former administrative vice president of the network, as vice president in charge of sound radio sales.

Walter Scott, an NBC salesman for 11 years, has been appointed Eastern Sales Manager. Gordon Mills, formerly of the Kudner Agency, New York, has been appointed an account executive [CLOSED CIRCUIT, Nov. 14].



Mr. Hammond Mr. Porteous Mr. Nelson Mr. Kopf Mr. Mills

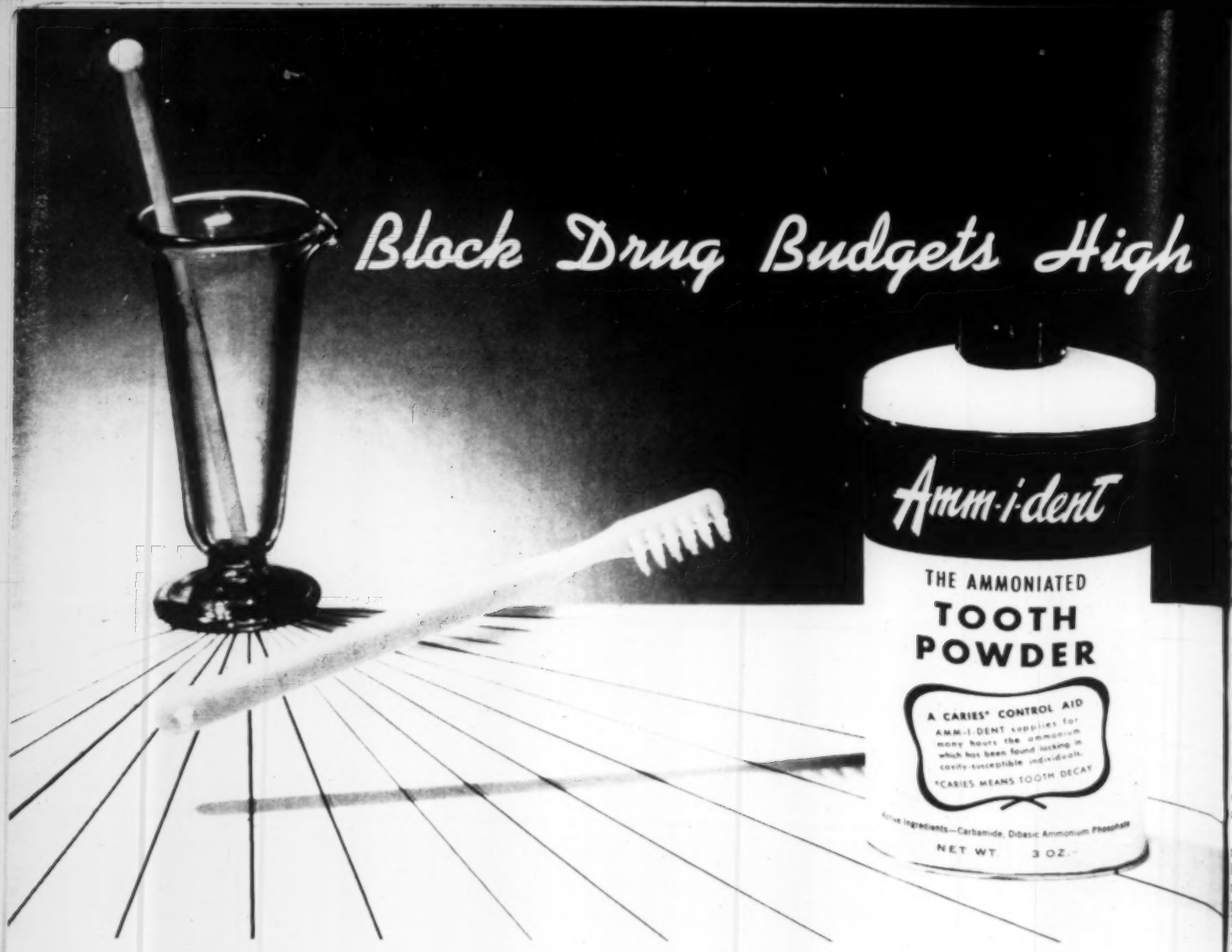
Mr. Kopf joined NBC in 1931 in the sales department at Chicago. He became sales manager of the Central Division in 1939 and a year later was named Central Division manager. He became vice president in charge of sales in 1946 and a year later was made administrative vice president.

Mr. Scott joined NBC in 1938 after serving in the sales department of Hearst Radio Inc. and before that on the advertising staff of the Oklahoma City *Daily Oklahoman* and *Times*.

Mr. Mills was a salesman for NBC for 10 years before he joined the Kudner Agency in 1943. He began his radio career in the advertising Department of RCA in 1927. Two years later he moved to the *New York Times* where he was in charge of the Classified radio advertising department serving there until 1933 when he first joined NBC.

Another appointment in the station relations department of the network's television unit was made last week. Thomas E. Knode, former assistant to Carleton D. Smith, director of television operations, was reassigned to station relations.

Block Drug Budgets High


Amm-i-dent
THE AMMONIATED
TOOTH
POWDER
A CARIES* CONTROL AID
AMM-I-DENT supplies for many hours the ammonium which has been found lacking in caries-susceptible individuals.
*CARIES MEANS TOOTH DECAY
NET WT. 3 OZ.

By FLORENCE SMALL

TWO-THIRDS of $2 million is a lot of confidence, but that is the measure of the Block Drug Co.'s faith in radio. Amm-i-dent tooth paste and powder sales rose as much as 15,000% largely as a result of a recent spot campaign. Now Block Drug has enlisted network radio and the *Burns & Allen Show* on CBS—and already sales have begun to ring on a higher register.

FOLLOWING hard on the startling success of its Amm-i-dent spot campaign, which saw sales rise as much as 15,000%, the Block Drug Co., Newark, is spending two-thirds of its estimated $2 million budget this year to exploit the product on a network program, the *Burns & Allen Show* on CBS.

Though the network show has been on the air for Amm-i-dent only since September of this year, George Abrams, advertising manager of Block Drug Co., revealed that in a recent "limited depth" survey conducted in five-and-ten-cent stores in New York City, three out of four purchasers of Amm-i-dent specifically identified the product with the CBS show. The survey was made by the Wallach Research Inc., an independent research organization. Currently the firm is being employed by the drug company to conduct a further survey on a national scale.

Business of Broadcasting

One of a Series

Spot Campaign Lead the Way

Yet for all this intimation of remarkable sponsor identification, the network show actually is the culmination rather than the beginning of one of the most successful "new product" promotions of 1949. It was preceded by a saturation campaign of one-minute spot announcements and chain breaks in a large number of test markets, supplemented by magazine ads. The result was the electrifying 15,000% increase in sales.

Extensive Promotion Held Until 1949

Amm-i-dent originally was manufactured in 1946 but extensive advertising was not used until February 1949 to coincide with an article on Amm-i-dent which ran in *The Readers Digest* that month.

The preliminary campaign for the toothpaste and powder was conducted in three sets of tests by a group of radio veterans, headed by Melvin Block, president of Block Drug Co., Mr. Abrams, advertising manager, Sam Dalsimer, vice president of Cecil & Presbrey, agency for the drug firm, Edward Cauley, account executive with the agency, and Ted Kelly, agency timebuyer.

All five executives made the rounds of stations in all markets where the tests were run to interview personally the station manager. The spot schedule called for time periods from early morning to late at night.

Moreover, selection of stations was made by the five-man team on a principle of "balanced programming," adjacent to every conceivable type of show including symphony music, hillbilly, comedy quiz shows and newscasts.

Four Markets In First Test

First group of markets included Toledo, Fort Wayne, Syracuse, and Columbus, Ohio, for the new ammoniated tooth powder and Fort Wayne and Columbus for the tooth paste.

Larger markets were included in the second step in the campaign with an average of 50 spots per week being used in Philadelphia, Milwaukee, Seattle, Pittsburgh, Chicago, St. Louis and Minneapolis.

Amm-i-dent
TRADE MARK
THE AMMONIATED TOOTH PASTE

TESTED AND COMMENDED BY PARENTS MAGAZINE

Two-Thirds of $2 Million Ad Expenditure Goes for Amm-i-dent Radio

plus a long list of supplementary smaller markets. Final tests were made in Nashville, Birmingham, and Cincinnatti, where five to ten spots per week were purchased.

Of the total announcements purchased, better than 85% were minute spots, the rest chain breaks.

* * *

THE typical spot announcements said tooth decay could be reduced with the new tooth paste (or powder) discovery, tied in with a recommendation by *Parent's* magazine, stated the price and that the product could be purchased at drugstores everywhere. Variation to avoid wearing out listeners during the campaign was effected by use of the three-announcer system employing the housewife-druggist-announcer technique.

With seven out of ten announcements transcribed, live copy was handled by "personalities," usually m.c's of women's participation programs. Margery Mills of New England Regional Network, Mary Margaret McBride of WNBC New York, Margaret Arlen of WCBS New York, and Agnes Clark of WJR Detroit were among those enlisted to help sell the new dentrifice.

Previous Spot Success Is Factor

Actually the success of the Amm-i-dent spot campaign represented a heightened application of principles learned by the Block Drug people over a spot history extending back to 1936.

The firm previously had used spots with signal success exploiting Allenru, an internal remedy for rheumatic pains. Sales increased more than 150% in areas where the campaign was prosecuted intensively. In areas where spots had been purchased only in early morning time periods, sales rose over 90%, with the overall sales of Allenru showing a national increase of 31% in the first four months of 1948. Omega Oil and Poslam (a medicated ointment), two other Block Drug products, also were promoted successfully in spot campaigns during the same period.

Family Market Goal Set

With the purchase of the *Burns & Allen Show* for Amm-i-dent, the firm is reaching out into the family market, and for that purpose has identified itself with one of the most successful comedy families in radio.

Since 1942, when George Burns and Gracie Allen acknowledged in their work their actual status as man and wife, they have functioned as one of the most engaging family couples on the networks.

* * *

REFINING the then-existing concept of "situation comedy," they have gone on to develop a type of radio humor that can most accurately be described as "character comedy."

Skirting neither the pointed joke nor the circumscribing situation they still have made certain that both joke and situation flow naturally out of their established personalities. It is a comedy principle which reaches perhaps its rarest realization on the Jack Benny show.

Production, Writing Of High Calibre

The announcer on the Burns and Allen program is Bill Goodwin. Music is under the direction of Harry Lubin. Head writer on the show is Paul Hanning, and William Burns, brother of George, is producer-director.

During the past summer George Burns and Gracie Allen played a phenomenally successful return engagement at the Palladium in London, where they previously had delighted London audiences in 1930, in the comparatively early days of their career.

Last March the couple signed a long-term contract with CBS granting their exclusive services in radio and television to that network.

Thorough Promotion Keys Block's Effort

Results of the network venture for Amm-i-dent are not expected to show until after the initial 13-week cycle is completed, but in the abstract, the steadily mounting percentage of Amm-i-dent toothpaste and toothpowder sales proves without question that radio is doing an outstanding job for the firm. As for sponsor recognition of that fact, the record speaks for itself—two thirds of the huge Amm-i-dent budget is in radio.

Thus, Block Drug Co. is continuing to prove, as others in the proprietary field or in innumerable other business and service fields are proving, that radio as an advertising medium is a highly effective sales tool when used correctly. Careful planning and thorough follow-through help radio do its fullest job.

GEORGE BURNS and Gracie Allen, flanked by Guest Actress Hedy Lamarr and Announcer Bill Goodwin, cast a final eye over the script before the show takes the air.

GETTING together on occasion of the recent visit of William S. Paley, CBS chairman of the board, to the CBS *Red Skelton Show*, are (l to r) Red Skelton; Mr. Paley; Edna Borzage, producer and head writer of the program; Harry Ackerman, CBS vice president and director of network programs

1949 PHI BETA Award "for outstanding contribution to fine speech and music on the air" on WCCO Minneapolis' *Let's Listen to the Classics*, is made by Bette Holmes of Phi Beta music and speech fraternity to Announcer Ed Viehman (c), show's originator and R. A. Schmitt, Schmitt Music Co., sponsor.

CELEBRATING the 1,000th 7 a.m. newscast for the South Seattle Land Co. over KING Seattle, Newscaster Bob Davies (r) blows out candles on the cake. Joining in the proceedings are Henry B. Owen (l), president of KING Broadcasting Co., and Roger Rice, KING account executive on the South Seattle Land account.

AT LUNCHEON launching *The Cisco Kid*, Frederic W. Ziv Co. show sponsored by Nolde Brothers Bakery on WRNL Richmond, Va., are (l to r) Don Martin, WRNL prog. dir. Joseph Sierer, WRNL sales mgr.; August Nolde; Bill Christian, Ziv Co.; Arthur Nolde, and Anthony Dutte of Nolde Brothers.

GENERAL Manager Joseph E. Baudino of KDKA Pittsburgh awards a 25-year service pin to Ida Kohlhass of the accounting department. At left is Evelyn Gardiner (recipient of a 20-year-pin), home economics director whose *Home Forum* has been a feature of the Westinghouse outlet since 1929.

PAT BREENE, KTUL Tulsa feminine disc jockey and winner over 150 male platter spinners in Oklahoma-Texas-Arkansas contest sponsored by Capitol Records, is paid off in silver dollars by Lloyd C. Cook (l), Oklahoma City Capitol branch manager. At right is Max Luthey, Capitol's representative.

FARM SAFETY AWARDS

NSC C… Radio

(See NARFD story, page 56)

ABC, TEXAS QUALITY NETWORK, Rural Radio Network and stations received the National Safety Council's public interest award "exceptional service to farm safety" yesterday (Sunday) on the se… day of the National Assn. of Radio Farm Directors annual meet… Council representatives were luncheon hosts to NARFD members at the Stevens Hotel, Chicago, where the two-day session started Saturday.

Station winners are KASI Ames, Iowa; KDKA Pittsburgh; KFEQ St. Joseph, Mo.; KPOJ Gresham, Ore.; KSOO Sioux Falls, S. D.; KUSD Vermillion, S. D.; KWG Stockton, Calif.; WFIL Philadelphia; WGY Schenectady; WHO Des Moines; WIOU Kokomo, Ind.; WRFD Columbus, Ohio; WTIC Hartford and CHUM Toronto, Ont.

WGY Cited

WGY was cited especially for developing one of the first farm safety television shows for its TV affiliate WRGB, and for its contribution to safety in re-writing and re-recording the prize-winning *Accident on Trial* for free distribution by the Safety Council.

Special commendation also went to KASI as a "new station which got a late start but which nevertheless showed its active community interest in farm safety through safety talks before farm gatherings, window displays, tape recordings, farm safety charts, consistent use of spot announcements and a good general farm safety p… gram."

ABC earned the award for … *American Farmer*, which dev… a complete broadcast to the o… opening of National Farm Saf… Week, and for its featuring saf… in 46 weekly programs.

Texas Quality Network was cit… for safety activities on the *Fa… and Home* show, originated … WTAW College Station, Tex., a… the Rural Radio Network was m… tioned because of its 60-day saf… drive in June and July and … daily use of farm safety messag…

Nominees for the 1949-50 pub… interest awards are now being re… ceived, according to Council Rad… Director Dan Thompson. Pa… Jones, council public informati… director, presented the awards. E… was introduced by Sidney J. W… liams, assistant to the presid… of NSC who welcomed farm ra… directors.

ABC DEFICIT

Network Reveals 1949 Loss

DOLLARS and cents reasons for recent personnel and program retrenchments at ABC were revealed last Wednesday when the network made public a loss of $482,000 for the nine months ending Sept. 30.

The close to half-million dollars deficit was inked up even after a reduction accounted for by recovery of federal income taxes under carry-back provisions of the Internal Revenue code.

The loss itself compares sharply with the profit picture of the similar period in the preceding year, when $440,000 net income after federal taxes, was earned.

Analysis of the loss indicates that television is largely the reason for the deficit. Revenues from standard broadcasting were said to be 1.4% in excess of those for the same period of the previous years.

The earnings figures cast a long shadow over ABC practices long before they were released to the public. A few weeks ago, ABC announced it was slashing its TV programming in New York to a five-day operation—departing the air completely Monday and Tuesday. Personnel slashes, too, have been made at the network, with the total released said to be about 100.

U.S. INFORMATION

Foreign Units Coordinated

COORDINATION of all U. S. i… formation services abroad throu… a newly-created psychological wa… fare branch has been revealed … State Dept. officials. Purpose … the unit would be to disseminat… propaganda pieces to field units … the event of war.

The branch includes members … the Dept. of Defense, State Dep… ECA and other agencies and … called the Interdepartmental Fo… eign Information Staff. Directe… by William T. Stone, it comes u… der the supervision of George … Allen, outgoing assistant secreta… for Public Affairs, who has bee… appointed ambassador to Yug… slavia. Mr. Stone is special a… sistant to Mr. Allen.

Freedom Awards

FREEDOMS Foundation Awar… in recognition of contributions … the American way of life [BRO… CASTING, Nov. 21] were formal… presented by Gen. Dwight … Eisenhower in ceremonies Nov. … at the Freedoms Foundation's n… national headquarters—a remo… eled barn once used by Geor… Washington's troops on ground a… joining Valley Forge Park, Val… Forge, Pa. Gen. Eisenhower p… sented $72,000 in cash prizes to … winners in 14 categories. Fir… prize for the best radio progra… from the viewpoint of promoti… American ideals of freedom, w… to *The Greatest Story Ever To…* sponsored by the Goodyear Tire … Rubber Co. on ABC.

JUST before NAB President Justin Miller's speech to the 8th District meeting in Detroit, this group got together for some shop talk. They are (l to r) Robert B. McConnell, WANE Fort Wayne, Ind.; Bert Lown, Associated Program Service; Milt Blink, Standard Radio; Pierre Weis (standing), Langworth; R. J. McIntosh, WJPS Evansville, William F. Reilly, RCA Thesaurus.

* * *

JUDGING from the expressions registered by his audience, Stanley Barnett (l), general manager of WOOD Grand Rapids, Mich., is passing along some good news at the District 8 sessions. L to r: Mr. Barnett; Walter Bass, commercial manager of WOOD; Arthur Treanormm and Les Lindow, both of WFDF Flint, Mich.

* * *

GIVE BAB FUNDS

NAB Dist. 8 Urges Support

NAB'S Broadcast Advertising Bureau should be given funds to permit "maximum effort" in promoting broadcast selling, in the opinion of NAB District 8 (Ind., most of Mich.), which met last Monday and Tuesday at the Book-Cadillac Hotel, Detroit. Harry M. Bitner Jr., WFBM Indianapolis, presided as district director.

The district adopted a resolution pointing out that "BAB has answered a great need of the radio industry." Maurice B. Mitchell, BAB director, was cited for his leadership. The board was lauded for its action creating the association's advertising segment, with suggestion that BAB be provided with adequate finances.

BAB gives promise of becoming "an important influence" in the advertising field, the resolution stated.

Dr. Kenneth H. Baker, acting president of Broadcast Measurement Bureau, whose work was praised, was urged to explore the possibility of expanding present research activities.

District 8 expressed approval of the NAB board's decision to sell association memberships "on location." Arthur C. Stringer, NAB staff director, was detailed by NAB headquarters to discuss membership with nonmember broadcasters, who were invited to attend the meeting.

The first day's session plunged right into a discussion of costs, profits and labor, with Kenneth W. Church, WIBC Indianapolis, District 8 employe-employer relations chairman, presiding. Richard P. Doherty, director of NAB Employe-Employer Relations Dept., acted as discussion leader.

The second day explored sales methods and problems with Mr. Mitchell as discussion leader. He concluded the sales seminar with an explanation of BAB sales aids, and "How to Make Them Pay." Both day's sessions were punctuated with question and answer periods, with members firing their problems at the assembly.

Between these sessions, the District 8 members heard speeches from NAB President Justin Miller, Dr. Baker, and Carl Haverlin, BMI president.

The district resolutions praised Judge Miller's leadership; lauded the legal seminar conducted by Don Petty, general counsel, and suggested these seminars be a regular part of district meetings; thanked Director Bitner for arranging a successful meeting; urged inclusion of an FM question in the 1950 census; urged increased use of BMI selections; thanked the Book-Cadillac Hotel for services; endorsed the workshop type of meeting as against district conventions.

Members of the Resolutions Committee were Helen Nelson, WHLS Port Huron, Mich., chairman; Milton Greenebaum, WSAM Saginaw, and Joe Higgins, WTHI Terre Haute, Ind.

The BAB slide film, "How to Turn People Into Customers," had been shown at a luncheon staged by four Indianapolis stations—WFBM WIRE WIBC WISH. George Higgins, WISH, suggested stations in other cities get together for similar luncheons. "We made a lot of friends for radio," he said. Over 200 advertiser and agency executives saw the BAB film at the luncheon.

SPEAKER'S table lineup at the District 8 NAB meeting at Detroit's Hotel Book-Cadillac included this group of speakers and discussion leaders (l to r): Richard P. Doherty, director of employe-employer relations, NAB; Harry M. Bitner Jr., WFBM Indianapolis, District 8 director; Judge Justin Miller, NAB president; Kenneth W. Church, WIBC Indianapolis, 8th District employe-employer relations chairman; John W. O'Harrow, WKZO Kalamazoo, 8th District sales managers chairman.

District 8 Registration

James H. Hopkins and John J. Carroll, WHRV; Ken MacDonald and Roe Turner, WPAG; E. P. Mills Jr., WELL; Virginia Allen, William E. Depoy, Ray St. Pierre, Frank I. Tebrugge, WHFB; R. C. Force, Edwin R. Huse, Walter Patterson, George M. Miller, WKMH; Ralph Dawson, James H. Quello, Mark L. Hass, WJR.

Marvin Levey, WFDF; Robert R. Beauchemin, G. H. Forbes, Bill Weil and Robert Hillock, WTTH; R. J. McIntosh and John Wismer, WHLS; Calvert M. Hill, and John G. Lyon, WEXL; Vincent Picard, Floyd W. Clark Jr., Ed Campbell, WSAM; Ted Graim, Eddie John, WSOO; N. W. Evans, WHRV.

Dee O. Coe, WWCA; William F. Kiley, WFBM; William H. Spencer, WHOT; Joe Autenrieth, WKAM; Maurice B. Mitchell, BAB; Dr. Kenneth Baker, BMB.

Fred Knorr and Richard Kelliher, WKMH, John L. Booth, WBBC, WJLB and WSGW; Eric V. Hay, WJLB.

MARKET DATA

Book Reviews Pacific Coast

PEOPLE, JOBS AND INCOME ON THE PACIFIC COAST 1949-1960. Published by Pacific Coast Board of Intergovernmental Relations, San Francisco. 137 pp. $1.

NEW marketing information, giving a look into the future as well as into the past, is contained in this volume, the first of a new series of economic reports on the rapidly growing Pacific Coast region.

Discussed are plans and programs to meet the problems stemming from the West Coast's 40% population increase since 1940. Extensive attention is given the probable rate of future migration from other parts of the nation and the capacity of the region to absorb a continuing influx of newcomers. This comprehensive survey of the region was undertaken by PACBIR which recognized the need for a broad and factual approach to these problems.

WDIA Sells Beale Street

BY employing initiative and pioneering, WDIA Memphis has built itself into one of several southern stations that is capitalizing on its Negro audience with success.

An estimated 46% of the population of Memphis is Negro. Still a higher percentage of Negro listeners live outside the city in the outlet's area. The potential in the listening power was obvious and WDIA nearly a year ago decided to do something about it.

Credit for the bold policy lies with the station's owners, Bert Ferguson and John R. Pepper. Convinced that the Negro market in and around Memphis would respond to catering advertisers' programs which featured quality Negro talent and entertainment, Messrs. Ferguson and Pepper went to work.

Pick Williams

They selected Nat D. Williams, Negro high school teacher, to serve as the backbone in the new programming. Mr. Williams, said to be the Mid-South's original Negro disc jockey, a syndicated columnist and reporter for two Memphis Negro newspapers, has three daily shows: A 45-minute presentation *Tan Town Coffee Club*, an afternoon program *Tan Town Jamboree*, and another under his own name in the evening. He presents all-time blues and swing recordings in addition to items of general interest to Negro listeners.

While launching the Negro shows, WDIA tightened its hold on its white audience and found it could do both with a minimum of anxiety. The protest from white listeners following the inaugura-

ONE of the successful groups on WDAI is the Teen-Town Singers, Mid-South high school student group under the direction of Prof. A. C. Williams, instructor of music at Manassas Negro High School.

* * *

tion of Negro broadcasts (Oct. 25, 1948) was loud with condemnation. Negro telephone calls and letters also were heavy but laudatory and filled with surprise. Now, the radical change is that white listeners have come to realize that the Negro is entitled to a radio voice and WDIA hardly ever receives a protest.

The station, by maintaining five-minute hourly news summaries which highlight local and regional events and with other careful programming, has retained a good-sized portion of its white audience.

Building around Mr. Williams' shows, WDIA added the services of Rev. Dwight (Gatemouth) Moore, the Negro personality known nationally as a spritual and blues singer. "Gatemouth," whose recordings have been put out under King, Damon and Aristocrat labels, was born in Topeka, Kan., but has come to recognize Memphis as his home as he received his start there.

With the addition of Maurice (Hot Rod) Hulbert, Negro choregrapher, playwright, producer and m.c., WDIA has answered most of the cultural and entertainment demands of its Mid-South Negro audience. Mr. Hulbert has an hour-long morning show *Tan Town Jubilee*, and a two-hour afternoon program *Sepia Swing Club*. Lack of a Negro women's news reporter and commentator was answered by Messrs. Ferguson and Pepper in placing Willa Monroe, popular Memphis Negro socialite, on a 15-minute a.m. show.

Other services developed for WDIA's Negro listeners include a Negro artists bureau which sends personalities on appearances throughout the Southland, concerts by teen-aged Negro vocalists rendering popular, semi-classical and spiritual selections, and special religious programs on Sunday.

WDIA believes the Negro in the Mid-South feels the station has answered the demand for a voice in radio. To cite this, it points to two other metropolitan Memphis-area stations which, in recent weeks, have employed Negro announcers.

IN SPITE of some anxiety about keeping its southern white audience and an initial flurry of protests, WDIA Memphis has found that selective programming for the Negro audience does pay substantial dividends. After a year's try WDIA also has found no loss in white listeners because of efforts to serve the Negro, 46% of Memphis' population. In fact, it's reported local competitors have begun hiring Negro announcers.

Shah at RCA

THE SHAH of Iran last Tuesday was conducted on a tour of RCA Laboratories at Princeton, N. J., by Meade Brunet, RCA Vice President, managing director of the firm's international division. The Shah and an entourage of six Iranian and U. S. government officials were shown some of RCA's latest research projects in radio, television, accoustics, etc.

FM OWNERSHIP

NAB Submits Survey Method

REVISED technique for use by FM stations in finding percentage of FM set ownership in the community has been submitted to stations by the NAB FM Dept. The basic method was originally worked out last year by the NAB FM Committee.

Two surveys employing the technique, conducted in Oklahoma City and Shawnee, show FM ownership of 26.29% in the former and 24% in the latter, according to a letter sent all NAB FM members by Arthur C. Stringer, NAB FM Dept. director.

The surveys were conducted by Matthew H. Bonebrake, KOCY-AM-FM Oklahoma City. Data was obtained in a telephone survey. In Oklahoma City, 2,581 calls were made, with 1,506 completed. It was found that 396 homes had FM sets. The survey assumes FM ownership is the same among nonrespondents as among those who replied. In Shawnee 413 calls were made and 300 completed, showing 72 FM homes or 24% of those responding.

NAB points out that use of telephone technique in Oklahoma City and Shawnee instead of the FM Committee's mail method has no research significance.

The NAB FM Dept. has published a 16-page roundup of program and promotion ideas which have been successfully used by FM stations. The department is building up a pool of tested program and promotion ideas.

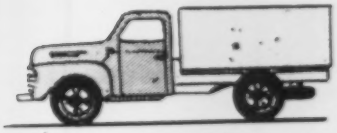
THE MID-SOUTH's original Negro disc jockey, Nat D. Williams reigns over WDIA

47.5% OF ALL IOWA FAMILIES HAVE TWO OR MORE RADIOS IN THEIR HOMES

12.5% OF ALL IOWA BARN OWNERS HAVE RADIOS IN THEIR BARNS

IN IOWA EXTRA SETS MEAN EXTRA LISTENING!

51.9% OF ALL IOWA CAR OWNERS HAVE RADIOS IN THEIR CARS



9.7% OF ALL IOWA TRUCK OWNERS HAVE RADIOS IN THEIR TRUCKS

THE 1949 Iowa Radio Audience Survey* proves that multiple-set ownership means additional listening—that the number of hours of extra listening is in almost direct proportion to the number of extra sets. (In homes having four or more sets, for example, an average of 67.7% of the families use two sets simultaneously, daytime, as against 26.4% with only two sets.)

Iowa families are really radio-equipped. 45.7% of them have two or more sets in their homes . . . 51.9% of all car-owners have car radios . . . 9.7% of the truck-owners have radios in their trucks . . . 12.5% of the barn-owners have radios in their barns!

More than that, the 1949 Survey shows that radio-minded Iowa families *listen more than twice as much to WHO as to any other station.* This top-heavy preference for WHO of course applies to multiple-set families as well as to single-set families—hence gives advertisers a substantial bonus audience that is not ordinarily measured.

The Iowa Radio Audience Survey is a MUST for every advertiser who wants to *know all* about Iowa listening. *Ask us or Free & Peters for your free copy,* today!

* The 1949 Edition is the twelfth annual study of radio listening habits in Iowa. It was made by Dr. F. L. Whan of Wichita University—is based on personal interviews with over 9,000 Iowa families, scientifically selected from cities, towns, villages and farms all over the State. It is widely recognized as one of the nation's most informative and reliable radio research projects.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

WBIG

"The Prestige Station of the Carolinas"

HOOPER STATION AUDIENCE INDEX

WINTER, 1949 CITY ZONE Greensboro, N. C.

	WBIG
Monday thru Friday 8:00 AM—12 N	46.0
Monday thru Friday 12:00 N—6:00 PM	41.2
Sunday thru Saturday 6:00 PM—10:00 PM	59.8

columbia affiliate

5000 w. day & nite

Greensboro, North Carolina

represented by hollingbery

RADIO'S BEST

Four Network Shows Cited by NCTE

THE National Council of Teachers of English presented its annual radio award last weekend to *The NBC University Theatre* as the program doing the most during the 1948-1949 school year to promote greater understanding and appreciation of "our literary heritage. . . ."

Cited as a program "stimulating to English students" and of "interest to mature minds and minds reaching for maturity," the *University Theatre* series was judged radio's best in promoting "powers of intelligent listening and critical thinking, and to raise ideals of good speech and writing."

Three other programs, *You Are There* (CBS), *The Greatest Story Ever Told* (ABC, Goodyear Tire & Rubber Co.) and *Invitation to Learning* (CBS), were all given honorable mention. Awards were presented at the council's three-day convention held over the weekend in Buffalo. Leon C. Hood, chairman of the NCTE Committee on Radio, officiated.

The council noted that the NBC series "has acquainted a large group of people with worthwhile books that they otherwise would never have known." Another quality, the council said, was its stimulation of English class students to do further reading of the authors whose works were dramatized by the series. "Dramatic offerings on the air have been far ahead of all other types of broadcasts, and this program is at the top of the dramatic group," the council concluded.

Note was made of *You Are There* because of its qualities of "combining showmanship and educational values. It was one of the few successful departures from standard radio fare and was outstanding for its imaginative conception and choice of material," the council said.

"Acting is superior, the dramas are beautifully written, and the theme is one to inspire love, reverence and respect . . ," the council said of ABC's *Greatest Story Ever Told*. The CBS program, *Invitation To Learning*, the council said was an "outstanding example of programming for mature minds" and "it . . . deserves a larger audience than it apparently has."

Taking a side-glance at critics of its awards, the Committee on Radio channeled its bouquets to radio for its alert programming "in the face of the threat from television," and for programs still aired which demonstrate that "American radio can be a worthwhile communications instrument." In answer to criticism that the council's awards in the past have resulted in a "kiss of death" for the programs named, the committee pointed to eight programs still on the air following their mention by the council last year.

UN AWARDS

Top Radio Men Get Scrolls

TOP-RANKING network and radio officials were awarded scrolls of appreciation for United Nations cooperation at UN luncheon Nov. 16 in New York's Rainbow Room at Rockefeller Center. Dr. Benjamin A. Cohen, UN assistant secretary-general, presented the scrolls, which cited the outstanding coverage of UN during the past year by the broadcasters, to the following:

Niles Trammell, NBC board chairman; Frank Stanton, CBS president; Edward J. Noble, ABC board chairman; Theodore C. Streibert, WOR New York and MBS board member, representing Mutual, Don Lee and Yankee Networks; Forney Rankin, NAB, representing President Justin Miller; J. R. Poppele, WOR New York vice president and president of Television Broadcasters Assn.; Ted Cott, WNEW New York vice president, for NAB Nonaffiliates Committee; Seymour N. Siegal, New York's director of radio, representing Municipal Broadcasting System, and Millard Faught, representing the FM Assn.

Mr. Cohen announced at the luncheon that every American station which carried UN program series during 1949, would receive similar citations, suitably inscribed. In presenting approximately 1,000 scrolls, Mr. Cohen said in part: "We are indeed indebted to the American broadcasters for their remarkable response to the need for better understanding of the 59 United Nations' efforts to build a lasting peace. They have demonstrated what a medium can do to enlighten the public through frequent news releases and feature programming."

PRATT ELECTED

Heads Michigan Broadcasters

STANLEY R. PRATT, president and general manager of WSOO Sault Ste. Marie, Mich., was elected president of the Michigan Assn. of Broadcasters at the annual meeting held in Lansing. Mr. Pratt succeeds Milton Greenebaum, president and general manager of WSAM Saginaw.

Other officers named were: Howard K. Finch, WJIM Lansing, vice president; J. P. Scherer, WHFB-AM-FM Benton Harbor, secretary-treasurer; Worth Kramer of WJR Detroit, Edward Baughn of WPAG Ann Arbor, Willis Dunbar of WKZO Kalamazoo and WJEF Grand Rapids, and Mr. Greenebaum, members of the board of directors. Among resolutions passed one urged the Michigan High School A. A. to eliminate all broadcasting fees pertaining to high school athletic events.

THIS CHARMLESS jalopy was entry of KARM Fresno, Calif., in the Central California New Automobile Dealers Assn. parade to promote highway safety. Each dealer dug up a ready-for-the-grave auto and at the conclusion of the parade returned the pink slip to the Dept. of Motor Vehicles and the jalopies were burned.

DEFAMATION SUIT

Four Stations Are Charged

DAVID H. H. FELIX, Philadelphia attorney and member of Americans for Democratic Action, filed suit in Federal Court Nov. 18 for $50,000 damages each against WCAU Inc., operator of WCAU; Triangle Publications Inc., owner of WFIL; Westinghouse Radio Stations Inc., operator of KYW, and the William Penn Broadcasting Co., owner of WPEN, all of Philadelphia, for allegedly broadcasting transcriptions of recent election speeches by Republican City Chairman William F. Meade. Mr. Felix charges defamation of character in these speeches.

Thomas D. McBride, attorney for Mr. Felix, also filed in Common Pleas Court No. 2 a suit for $50,000 damages against Mr. Meade. It also sought personal damages of $25,000 and a like sum for occupational loss. Mr. Felix charged that in a speech broadcast on Oct. 24, Mr. Meade identified Mr. Felix as a member of the national executive committee of the Socialist Party and asserted that "the Socialist and Communist parties are peddling the same bill of goods to change our constitutional form of government to a foreign 'ism'."

Quick Thinking

DISASTER was avoided by quick-thinking on the part of two WCCM Lawrence, Mass., staffers during an Armistice Day broadcast of a high school football game played at the Lawrence Memorial Stadium. When fire broke out in the broadcast booth high atop the stadium, jam-packed with 8,000 spectators, WCCM's sportscasting team, Ernie LaBranche and Dean J. Slack, battled the blaze to a standstill despite first degree burns received on their hands. Fire was a result of a carelessly discarded cigarette.

TRANSIT RADIO

D. C. Probe Aids—Crisler

HEARINGS on radio-equipped vehicles in the Washington, D. C., area will prove beneficial in the long run to overall business of Transit Radio Inc., according to R. C. Crisler, executive vice president.

On the day the hearings were concluded by the Public Utilities Commission, District of Columbia, the Washington TR branch received new advertiser inquiries, Mr. Crisler revealed—from a national consumer product representative and a network executive, whom Mr. Crisler did not identify.

PUC concluded hearings a month ago after hearing pro-and-con arguments for musically-soothed rides [BROADCASTING, Nov. 7]. Its spokesman said last week the Commission would hand down a decision "very shortly."

The inquiries received by TR lauded the fame and publicity enjoyed by transit FM during the hearings. A representative of a large national consumer product placed an order, according to Mr. Crisler, with the comment that the service "was bound to have merit" in view of public reaction. The network executive extended congratulations and said that, in his 25 years as publicity man, he had never been able to achieve the fame which "blessed" TR in one week, Mr. Crisler said.

The TR executive noted that "every possible argument . . . has not only been thought of, it has been aired," and pointed out that legal aspects also had been explored. TR has received favorable expressions from otherwise disinterested parties sympathetic to radio-installed busses and streetcars "as a possible victim of a handful of malcontents."

Reviewing newspaper comment and testimony before PUC, which tended largely to substantiate public approval of transit FM, Mr. Crisler said TR is spending a "fairly sizable sum" to obtain a complete transcript of the hearings, available for only the stenographic expense.

NEWSMEN'S DINNER

Feb. 4 Date Set in D. C.

ANNUAL dinner given by the Radio Correspondents Assn. for the President of the United States has been set for next Feb. 4 at the Statler Hotel in Washington. Preliminary plans now are being mapped following a meeting with President Truman last month.

The association plans to give the dinner more of a radio-TV industry atmosphere next year than it has in the past, according to Bill Henry, MBS commentator, who is chairman of the 1950 dinner committee. Various committees probably will be chosen sometime this week.

WANNA SWITCH TO CALVERT CITY (Ky.)?

If you're an Old Forester, you might get a Golden-Wedding sort of kick out of Calvert City (Ky.) . . . If you're a *radio advertiser*, you'd probably find it's too small a package for noticeable results!

WAVE gives you the Cream of Kentucky, the Louisville Trading Area . . . It's truly the King of our State's markets — a full-bodied, concentrated Old Grandad of a market whose families have a 40% higher average Effective Buying Income than the folks in the *rest* of Kentucky Bourbon-land!

That's giving it to you Straight, Gents! Or would you ruther learn the hard way — and end up sadder, Bud-weiser?

LOUISVILLE'S WAVE

NBC AFFILIATE

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

5000 WATTS . 970 KC

Editorial

BMB, Dead or Alive?

THERE'S NEED for clarification of the BMB situation. The NAB board at its mid-November session, announced that the Broadcast Measurement Bureau would be dissolved upon completion of Study #2. To be sure, it followed up that action with a simultaneous announcement that it favored the formation of a new corporation to pursue the whole subject of audience measurement and research.

On the heels of the NAB board's action came the whole-hearted endorsement by the BMB board, made up of representatives of the NAB, Assn. of National Advertisers and the American Assn. of Advertising Agencies. The latter two consistently have expressed the need for continuance of audience measurement studies.

Although the actions seem clear enough, the report persists that BMB has been buried, never to be revived. Agencies point to increased research and survey activities by competitive media. There is confusion.

BMB's development has been abortive and ill-starred. Many in radio wanted to wash their hands of the whole deal. Yet, most broadcasters recognize the need for data to offset the research of the competition.

Radio should take the initiative. The time to plan for the BMB successorship is now. An integrated plan should be ready for presentation to the 1950 membership conventions of the NAB, ANA and AAAA.

THAT ARMY-NAVY unification fight has even reached the sports level. For the annual football classic, the sponsor, Gillette, wanted Harry Wismer to handle the play-by-play. Navy agreed on Mr. Wismer too. But the Army held out for Ted Husing, who had been handling its games over WMGM New York for years. Because of the impasse, they compromised on the veteran Bill Slater (a West Point graduate). Who won?

Hams Up; Eggs Over

RADIO'S HAMS are happy again. The FCC has quietly relegated to its dead files a project that would have bound and gagged the nation's 100,000 amateurs by forcing them to limit their operations under rigid rules which the American Radio Relay League argued would "stifle amateur initiative, circumscribe amateur development, and eventually result in the debilitation of amateur radio as we know it today."

Exactly what happened isn't revealed in the FCC's public notice. There were conferences of ARRL officials with members of the FCC. The ARRL brief, filed by Secretary A. L. Budlong and Attorney Paul Segal, League general counsel, was as hot as it was erudite.

The now rescinded rules would have imposed upon the amateurs the same sort of "planned economy" that the FCC once sought to foist upon commercial radio via the "Blue Book" and related onslaughts. Some of the same philosophy is incorporated in both the FM and TV rules, wherein the FCC allocates particular facilities to particular areas, without regard to supply and demand.

There's one lesson implicit in the amateur turnabout. You can manhandle and maul business (particularly if it's big business) but you can't monkey around with a man's hobby.

The Newsman's Niche

IT'S NO LONGER news that news is a basic ingredient of successful radio operation. If music is the lifeblood, then news generates most of the red corpuscles.

The status of news in the programming (and sales) budget was clearly established by the Press-Radio War of the early thirties, when radio staked its claim as a news medium, and, after a sanguinary campaign, won in the court of public opinion. It reached its zenith by reporting, at first hand and with the speed of light, every significant event of World War II.

Radio's emergence as the prime news medium was as meteoric as the rise of radio itself. The press conference became the news conference, from White House to police beat. The term newspaperman gave way to newsman. Newspapers and press associations monitor radio and TV newcasts as standard operating procedure these days. (Radio's newsmen still read the newspapers too).

It was but logical for radio's newsmen to form their own association three years ago, looking toward improvement of newscasting and betterment of their lot. A fortnight ago the National Assn. of Radio News Directors held its annual convention in New York. The membership had increased from scratch in 1946 to 179—not a staggering total but one that compares favorably with the early development of other news groups outside radio.

The NARND convention was significant in several respects. Speakers included some of the outstanding personalities on the national scene. Plans were made for promulgation of a code of standards for news directors.

And there were resolutions.

The approach of the news director is that he is the counterpart of the newspapers' managing editor. He wants qualified newsmen on his staff. He wants recognition on equal footing with the program director, sales manager and chief engineer. He wants to report direct to management. And he covets sole responsibility for the news budget.

All these aims are commendable. But they must be earned. There are instances where the news director appropriately reports to management. Yet it must be recognized that it is the program department's responsibility to keep program schedules balanced. Where the program director is wise in news-handling, he may well perform the duties of the managing editor. The news director may be qualified only as the news or copy editor.

The responsibility of management becomes infinitely greater as the editorial content of the radio schedule expands. The right to editorialize, which conceivably can be read out of the gobbledegook of the FCC's so-called Mayflower Decision Repealer of last June, places upon those stations which editorialize the kind of responsibility that goes beyond the province of the average news director.

We doubt whether any NARND member would contend that he should direct the editorial policy of his station without regard to the views of ownership and management. Ownership can delegate to management, and presumably management can delegate to news director, though at this stage of development the chances are slim. Using the newspaper analogy again, the general manager, at his echelon, is the station's "publisher." He sets the policy and exercises the veto power.

NARND can perform a most useful function in elevating the standards of news reporting by radio and TV. It must remember that radio learned to talk before it could write. It must learn to reason before it can editorialize and assume the concomitant responsibilities.

Our Respects To—

PAUL ROY FRY

PAUL ROY FRY is a young man in a young man's business—radio. He began his career in 1938 when he walked into WAWW Omaha, now KOWH, and promoted himself into the job of promotion man. The station's straining budget underwent further stress to provide Paul Fry with a grand salary of $15 per week. Today he is vice president and general manager, as well as a major stockholder of the Inland Broadcasting Co. Inland owns and operates KBON Omaha, KOLN Lincoln and has a TV application pending for the latter city.

Born June 15, 1917, Mr. Fry was only 21 when he joined WAWW. He was not yet graduated from Creighton U. School of Journalism and had only a little experience in advertising, acquired with the Union Pacific Railroad. He soon realized that non-network daytime stations did have a few good jobs—all in sales. He became a salesman, writing, producing and merchandising his own accounts. In 1939 the station was sold to the Omaha *World-Telegram* and he remained with them as account man until 1941.

Paul Fry took part in the initial setting up of KBON when it was organized in 1941 as Omaha's fourth station and a basic Mutual outlet. In July of 1942 he became station manager and in January 1943 general manager and director of the company with a minor financial interest. By July 1946 Mr. Fry had added substantially to his stock-holdings and assumed the vice presidency.

Mr. Fry has "the game as well as the name" since his colleagues in Inland are engaged in non-radio interests, his job has been an exceedingly active one. He has in the past few years added KBON-FM to the AM outlet in Omaha and built KOLN Lincoln. To this was added the task of moving KBON to larger studios and offices, setting up a new transmitting plant and making plans for KOLN-TV. Mr. Fry recently announced that Omaha would get a trial operation of radio-equipped transit vehicles in early December and a poll to test public reactions.

The staff and associates of Paul Fry say he loves his work although he sometimes gets his "job hats" a little mixed up moving from one city and situation to another. He thrives on activity and takes his Omaha, Lincoln, Chicago, New York and Washington circuit right in his prodigious stride. He has never decided whether his biggest thrill was his all-out Omaha promotion of *Queen for a Day* or a civic affair with Ed Kobak, then MBS president, Lewis William Jeffers, at that time Union

(Continued on page 28)

EXPERIENCE

another reason why...

KOIN IS THE #1 RADIO STATION IN THE OREGON AND SOUTHWEST WASHINGTON MARKET!

A radio station is as good as the men behind it! KOIN's key men are among the most experienced and versatile in the radio business.

This year eight more staff members became part of KOIN's famous TEN YEAR CLUB!

This makes a total of 28 staff members who have been with KOIN TEN YEARS OR MORE. Of this number 16 can boast 15 YEARS OR MORE service...5 with 20 YEARS OR MORE.

This experienced personnel governed by sound policy and management plus proper programming and "tops" in network affiliation makes KOIN your best buy in the Oregon market.

1st weekday mornings...1st weekday afternoons 1st evenings (Sunday thru Saturday) 1st total rated time periods.

(Hooper station audience index May thru September '49)

CBS

AVERY-KNODEL, Inc.
National Representatives

KOIN

and...
KOIN F·M

A *Marshall Field* STATION

PORTLAND, OREGON

Management

GUY ZWAHLEN, formerly North Carolina representative for Frederic W. Ziv Co., appointed general manager of WMRC Greenville, S. C.

CHARLES M. ERHARD, program director for WWYO Pineville, W. Va., appointed assistant manager of station.

FRANK M. FOLSOM, president of RCA, received award for his many years of service to humanitarian causes at testimonial dinner in his honor sponsored by National Jewish Hospital, Denver, Nov. 20.

GEORGE M. BURBACH, general manager of KSD-AM-TV St. Louis, elected secretary of Better Business Bureau of St. Louis.

JOHN D. HYMES, appointed manager of WLAN Lancaster, Pa. For past year and half, he has been assistant manager and commercial manager of station and formerly was with CBS, WNEW New York, Foote, Cone & Belding and Biow Co., both New York. During the war he was deputy chief of OWI Domestic Radio Bureau.

Mr. Hymes

WILLIAM E. SCRIPPS, president of WWJ Detroit, is the father of a boy, David Locke, born Nov. 15.

PAT HAYES, sportcaster for KIRO Seattle, is the father of a girl, born Nov. 14.

ROBERT J. McANDREWS, managing director of Southern California Broadcasters' Assn., is author of article on use of broadcasting by wine industry appearing in last month's *Wine Review*.

Religion Campaign

MORE THAN 175 network and regional programs, both sustaining and commercial, are airing messages this month on the Advertising Council's new "Religion in American Life" campaign, the Council has announced. In addition, many individual stations carry live and transcribed messages placed through 3,000 church groups backing the campaign. J. Walter Thompson Co., New York, is volunteer agency.

In Buffalo you can go places fast with WGR

---AND ITS HIGHER-THAN-EVER HOOPER RATINGS

EDGAR BERGEN · ARTHUR GODFREY · BOB HAWK · SUSPENSE
LUX RADIO THEATRE · MY FRIEND IRMA · BUDDY CLARK
LOWELL THOMAS · HALLMARK PLAYHOUSE · JACK SMITH · THE F.B.I.
DICK HAYMES · EDWARD R. MURROW · SING IT AGAIN · BEULAH
MR. & MRS. NORTH · THE GOLDBERGS
LUCILLE BALL · ABE BURROWS
MR. KEEN · CRIME PHOTOGRAPH
JOAN DAVIS · GROUCHO MA
MR. CHAMELEON · DR. CHRISTIAN
BING CROSBY · BURNS & ALLEN
EVE ARDEN · AMOS 'N' ANDY
JACK BENNY · INNER SANCTU
RED SKELTON · HELEN HAYES
HORACE HEIDT · MYSTERY THEA · FAMILY HOUR OF STARS
PHILIP MARLOWE · GANG BUSTERS · DINAH SHORE · GENE AUTRY
HIT THE JACKPOT · WE, THE PEOPLE · VAUGHN MONROE · CONTENTED HOUR

NOW ON WGR CBS 550

Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

WGR 550 Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.
National Representatives: Free & Peters, Inc.

Telecasting Insert
Pull Out for Filing

Respects

(Continued from page 26)

Pacific president, and Dr. C. C. Criss, past president of Mutual Benefit Health and Accident Insurance.

Mr. Fry was married in 1939 to the former Oleva Smisek. They have two daughters, Carol Ann, 7, and Kathleen, nicknamed "Butch," 4. The Fry's live in a country home west of Omaha. Paul Fry takes real pride in a picnic shack-party house which he and his father built last year and where he dons his "chef's hat" for his friends. Born and raised in Omaha the Frys have never lived elsewhere and hope they never will.

Although not a joiner, Mr. Fry is serving his second term as secretary-treasurer of the Nebraska Broadcasters Assn., is director of the Omaha Advertising Club and public relations chairman of the Omaha Kiwanis Club.

FRANK B. JEWETT

Leading Researcher Dies

DR. FRANK B. JEWETT, 70, former AT&T vice president, and president from 1925 to 1940 of Bell Telephone Labs, died Nov. 11 at a Summit, N. J., hospital, a week after entering for an emergency abdominal operation. Former president of the National Academy of Sciences, Dr. Jewett held many medals and awards, including the 1949 Hoover Medal for "distinguished public service," which was to have been presented at the winter general meeting of the American Institute of Electrical Engineers.

In October he was awarded the 1950 medal of the Industrial Research Institute for outstanding accomplishment in industrial research. Dr. Jewett, a Pasadena, Calif., native, received his B.A. from Throop Polytechnic Institute (now California Institute of Technology) and his Ph. D. from the U. of Chicago. He is survived by two sons, Harrison L. Jewett, of Short Hills, N. J., and Frank B. Jewett Jr., of Minneapolis.

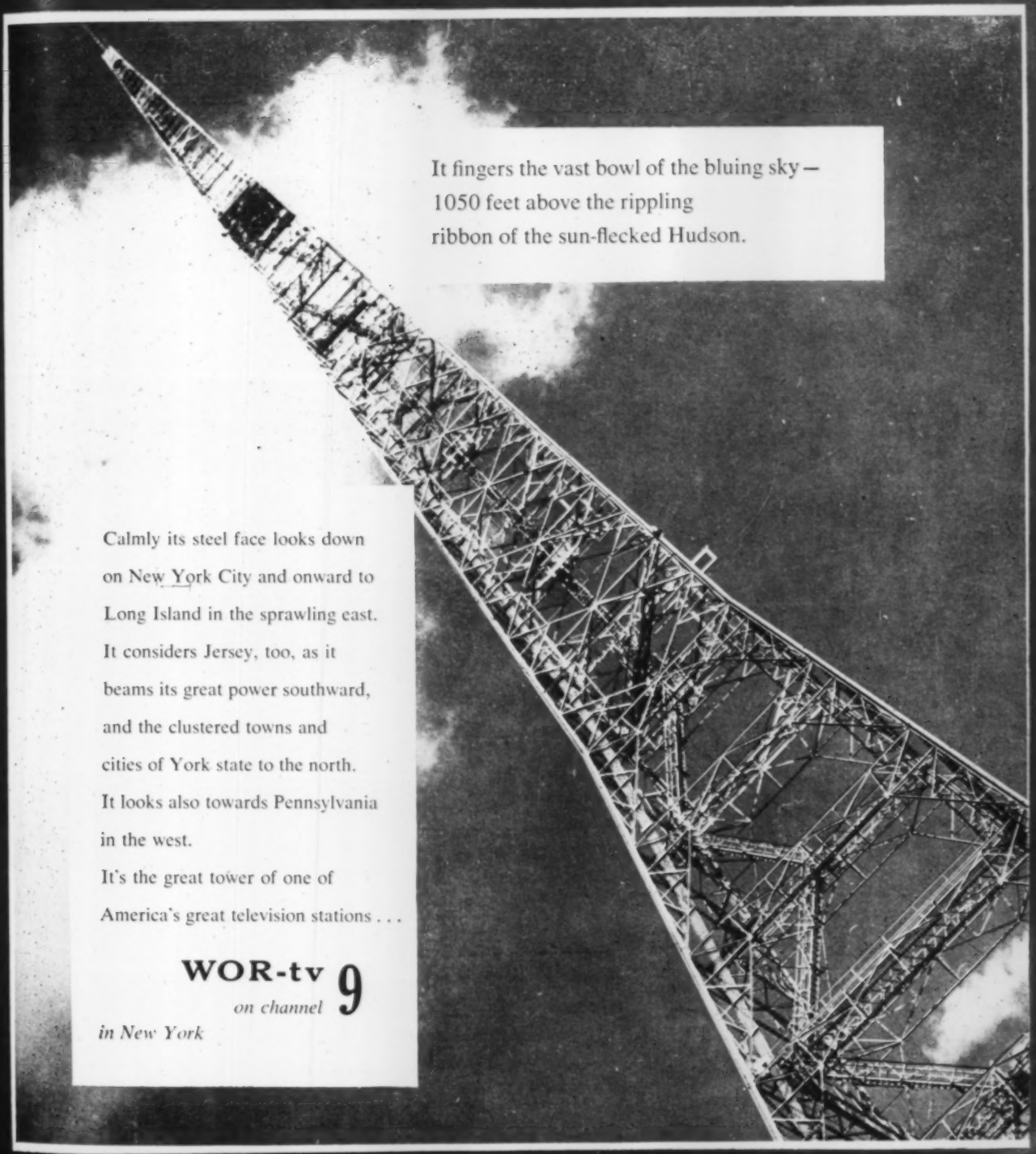
NAB 'Handbook' Price

NAB HAS SET bulk rates for the *NAB Engineering Handbook*, recently published, to meet heavy demand. Rates now range from $17.50 for one copy to $10 each for 10 or more. Stations eligible for NAB active membership, but not members, and persons or firms eligible for associate membership, but not members, are not eligible to buy the 700-page handbook, according to NAB.

NOVEMBER 28, 1949

TELECASTING

A Service of BROADCASTING Newsweekly



It fingers the vast bowl of the bluing sky—
1050 feet above the rippling
ribbon of the sun-flecked Hudson.

Calmly its steel face looks down
on New York City and onward to
Long Island in the sprawling east.
It considers Jersey, too, as it
beams its great power southward,
and the clustered towns and
cities of York state to the north.
It looks also towards Pennsylvania
in the west.
It's the great tower of one of
America's great television stations . . .

WOR-tv *on channel* **9**
in New York

What's New in Television? **Take a Look at WPTZ!**

"One TV Spot Per Week on WPTZ... Returns by the Thousands!"

HERE'S a TV success story of a particular significance to all spot advertisers, taken from a letter just received from J. Robert Mendte, Incorporated, advertising agency for Donald Duck Chocolate Syrup:

"Early last summer we launched Donald Duck Chocolate Syrup with quite a bit of fanfare . . . along with other media we included one single television spot *(per week) on WPTZ.*

"On the jar of Donald Duck Chocolate Syrup was an offer, for one label, of a table statuette napkin holder. No mention of this was made on the WPTZ spot but it was highly dramatized elsewhere.

"At first very few returns came in, but then after the first TV announcement (and ever since) the labels poured in. By now thousands have been received.

"But here's the point: adults and children have taken to writing messages on the backs of the labels when they send them to the client. And almost half of these mention 'We saw this product on television.'"

This success story is not an isolated case but one of a great number of instances which prove both the impact of television and the size of the audience WPTZ consistently delivers to advertisers.

For further information about the strength of WPTZ in the nation's second largest television market, write direct or get in touch with your nearest NBC Spot Sales representative.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building • Philadelphia 3, Penna.
Telephone: LOcust 4-2244

WPTZ **FIRST IN TELEVISION IN PHILADELPHIA**

NBC TV-AFFILIATE

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg. Washington 4, D. C. | NOVEMBER 28, 1949 | BROADCASTING, Telecasting $7 annually, 25c weekly

COLOR TESTING

FCC Sets Field Plan as Demonstrations End

By RUFUS CRATER

A FAR-REACHING "recess" program of field testing of both color and UHF television [CLOSED CIRCUIT, Nov. 21] was set up by FCC last week as it completed its first side-by-side comparisons of the rival RCA and CBS color systems and standard black-and-white.

The experimental program, FCC said, should include at least 30 days' field tests by each of the color proponents "with a reasonable number of receivers distributed both to technical and non-technical persons . . . in order to determine the adequacy of the system as used by a representative cross-section of the public."

The Commission also called upon TV set manufacturers and all other "interested persons" to participate in a broad program of tests and experimentation to accumulate data not only on VHF color system performance and equipment costs but also on the availability and operation of equipment—both monochrome and color—for the 470-890 mc UHF band.

The week also produced these other color television developments:

● In the side-by-side comparisons of RCA and CBS color, it was generally agreed by observers that CBS still held a marked edge in color fidelity but that RCA had made great advances in definition and brightness since its first demonstration, and was the most flicker-free of all.

● A major barrier to adoption of a "double standard"—if FCC should so choose—appeared to have been removed as FCC demonstrated an automatic adapter, built in its own laboratory, which permits monochrome reception of either CBS or RCA color as well as standard black-and-white.

● RCA protested demonstration of the adapter as an FCC contribution to the CBS system, and was told sharply by Chairman Wayne Coy that FCC's staff may improve the RCA system, too, "when and if" RCA complies with the Commission's request for equipment. RCA spokesmen reiterated that the equipment would be delivered as soon as possible.

● Allen B. DuMont Labs, which contends color is not ready, disclosed that its own color work includes a field-sequential system based on 441 lines and 150 fields (compared with 525 lines and 60 fields in standard monochrome and in RCA color, and 405 lines and 144 fields in the CBS system) using a color wheel at transmitter and receiver. DuMont also expects to have 525-line, 180-field television "in another month or so," but emphasized it is not proposing either of these for adoption now.

● The publicity battle between RCA and CBS continued, with each issuing post-demonstration statements lauding its own showing and belittling the opposition.

The comparative demonstrations, extending over two days and embracing live pickups, films and slides and use of both coaxial cable and relay, so far as the rival color systems were concerned tended to confirm the impressions left by the separate showings in early October [BROADCASTING, Oct. 10, 17].

Improvements Made

Observers felt RCA had made substantial improvements in its all-electronic, "completely compatible" system—particularly in definition, brightness and registration. Similarly, most observers seemed to turn to CBS color as the standard of comparison on color fidelity. Chief complaints against RCA color reproduction were that purple, green or red tints seemed to predominate many pictures, that yellows and whites were not up to par, and that sometimes objects changed in shade and even in color.

On the other hand, flicker was not noticeable on the RCA color sets on many occasions when it was evident on the CBS color receivers and black-and-white sets.

Many witnesses felt the definition in CBS pictures was below that on black-and-white sets, particularly in large-group shots such as those showing Elder Michaux' choir. Yet some detail was more perceptible via color than monochrome. Elder Michaux' gray moustache was cited as a notable example. One observer said he had watched Michaux telecasts over a long period and never noticed the moustache until he saw it on CBS color.

Traces of color breakup could be detected on the CBS color set in closeups showing quick movement

(Continued on Telecasting 6)

DAYTIME VIDEO

DuMont Plans Afternoon Program

FOLLOWING a year's experience with daytime video programming at its key station, WABD (TV) New York, the DuMont Television Network is preparing to inaugurate daytime operations on a network basis. On Dec. 5, provided the present strike of scenic artists does not interfere (see separate story), the network will start transmitting a two-hour afternoon program, Monday through Friday, 2:30-4:30 p.m., to its affiliates.

The network will sell the program to its affiliates for a flat fee based on a percentage of each station's rate card. The stations will then sell participations to local advertisers, to be inserted into the program at cued spots during the telecast.

Commdr. Mortimer W. Loewi, director of the network, who announced the new service at a news conference Wednesday, said that the program price is very low, in no case exceeding $100 an hour. The more stations taking the show, the lower the price to each, it was explained.

Nine stations, including the DuMont owned stations—WABD(TV) New York, WTTG(TV) Washington and WDTV(TV) Pittsburgh—already have signed for the new daytime series. The others are WTVN(TV) Columbus, WXEL (TV) Cleveland, WJBK-TV Detroit, WSPD-TV Toledo, WHIO-TV Dayton and WJAC-TV Johnstown.

Kinescope Film Available

The series will be made available to non-interconnected affiliates via DuMont's Teletranscription (kinescopic films) service.

Commander Loewi stated: "This project will certainly destroy, once and for all, the idea that television is a blue-chips operation, reserved exclusively for the 10 or 12 wealthiest advertisers in the country who for so long dominated radio. Through this new service, hundreds of small advertisers in every city with a transmitter will be able to take advantage of TV's peculiar selling ability and still stay within the most modest of budgets. This, because they will be able to purchase small segments of time at low, daytime rate.

He noted that if a national advertiser spends $3,500 for video and talent and $4,500 for TV network facilities, rehearsal fees and other extras will bring his video advertising costs to about $10,000 a week or more than a half-million dollars a year. If television today is entitled to 10% of a national advertising budget, this would limit the use of network television to the handful of companies with total advertising expenditures of $5 million or more a year, an intolerable situation, he declared.

DuMont's new daytime service should also prove profitable to the individual stations, Commdr. Loewi said. He explained that instead of the 30% of its card rate the station normally receives from the TV network, this daily afternoon show will be purchased for a small fee and the station may then sell up to ten participations an hour to local or spot advertisers, retaining 100% of this revenue for itself.

James L. Caddigan, program director of the network, said that the two-hour show will be set in a mythical department store, referred to always as "The Store." Typical store locations will be used as background for the various items making up the program. The name of the program will be *At Your Service*, he said.

IN THIS TELECASTING . . .

Color Field Testing Set by FCC	3
DuMont TV Network to Inaugurate Daytime Programming	3
September Peak Month in TV Network Sales	5
N. Y. Set and Costume Designers Strike	8
Metropolitan Opera Opening on ABC-TV	17

DEPARTMENTS

Film Report	18	Telefile	4
Reel Takes	16	Telestatus	14

Telefile:

LOS ANGELES' SEVENTH OUTLET, KECA-TV GETS OFF TO FAST START IN THE TV RACE

GETTING there "fustest with the mostest" is the generally accepted quote of Confederate General Nathan Bedford Forrest. But KECA-TV, Hollywood outlet of ABC, did a switch on this text by getting on the air "lastest with the mostest."

Though the last Los Angeles television station on the air, it is without question blessed with the "mostest" facilities of the city's seven operating stations. Housed on the old Vitagraph Lot, re-named as ABC Television Center, the station is located on a 3-acre site—a location rich in the lore of visual presentation, first for silent pictures, later for sound films and now for television.

Founded in 1912 as the world's then largest motion picture lot, it provided a stage for such silent stars as Maurice Costello, John Barrymore, Mary Pickford, Gloria Swanson, Antonio Moreno, Percy Marmont and William Duncan. On one of that lot's sound stages (now known as TV Stage 2), the first talking picture—Al Jolson's "Jazz Singer"—was filmed.

The lot was founded by Alfred E. Smith, now living in retirement in Hollywood. He named the lot Vitagraph, after one of the first motion picture projection machines which he had invented in 1896. Mr. Smith purchased the 23-acre site from a willing real estate agent for $20,000.

By the time Warner Brothers purchased it in 1925 for $1 million, the streets which bordered it had been named for some of the people who were active in moviedom. It is bounded on the west (to this day) by Talmadge St., the thoroughfare named after Norma Talmadge; on the south Prospect Avenue was derived from the street in Brooklyn where Vitagraph's old Flatbush studios were located; Russell Street, to the north, is a bow to William "Bill" Russell, an early leading man. (ABC advises that the hill to the east, still unnamed, will be identified by some aspect of television's growth).

ABC purchased the site from the Warners in October 1948 for $350,000. Added costs to the network breakdown as follows, according to ABC: Remodeling cost—$650,000; technical equipment—$1 million; construction cost—$600,000.

Telecasting on Channel 7 ("Your Best Bet, A Natural" is the promotion slogan), the KECA-TV transmitter is located on Mt. Wilson, 5,999½ feet above sea level utilizing 30 kw visual power and 15 kw aural power. The actual height of the antenna above average terrain is 3,040 feet.

Coming on the air in a field of six other stations posed a program problem for Channel 7. But with a bid of $77,000, KECA-TV came up with "the mostest" once again—the 11 (another lucky number) home football games of USC and UCLA.

This led to one of the most elaborate and diversified promotion programs seen in Los Angeles for the KECA-TV opening on Sept. 16. (This was the only number upset, but the station's opening had not been forseen early enough by the football schedule markers).

Bombarding the city with a variety of promotion gimmicks including two million books of matches among other things, few citizens were unaware that the L. A. Dodge Dealers Assn. and Hoffman Radio Corp. (TV sets) would sponsor the football games. Although the actual promotion budget did not reach a gradiose sum, every dollar was made to count. By coordinating all promotion activities through ABC's promotion department, then headed by Norman Nelson, Dodge and Hoffman money did not duplicate nor did either overlap network activity.

Thanks to the football games, a flow of audience interest was established for Channel 7 when it started programming. But it was the trade consensus that while football would undoubtedly draw viewer traffic for the games, KECA-TV would still have a hard job to establish its programs otherwise.

* * *

YET when the first Los Angeles TV survey by The Pulse Inc. was released recently, it disclosed that KECA-TV had garnered four places among the first 10 once-weekly presentations. A football game finished second only to Milton Berle and three kinescope programs from New York—*TV Teen Club*, *Think Fast* and *Blind Date*—

(Continued on Telecasting 18)

MARKER for video transactions is this signing of contract for Dodge Motor Cars, co-sponsor with Hoffman Radio Corp. of all home football games of USC and UCLA over KECA-TV exclusively in the fall of 1949. John H. Weiser (center), vice president and Pacific Coast manager of Ruthrauff & Ryan Agency, pens the contract for Dodge, while Frank Samuels (l), ABC Western Division vice president, and John Parsons, Hoffman sales promotion manager, smile their approval.

KECA-TV is proud of the magnitude and history of the Vitagraph lot. From station's archives is this 1920 shot (photo at right) of Albert Smith greeting Silent Star Antonio Moreno as the latter drives up to the Vitagraph gates. Nearly 30 years later (below) Mr. Moreno again drives up to be greeted by (l to r) Mr. Smith; Frank Samuels, ABC western division vice president; Phil Caldwell, western division technical director; Richard Moore, assistant general manager of the western division; and Paul Mowrey, ABC national director of television program sales.

TYPICAL promotion job done by KECA-TV is this "elephants-always-remember" scene which took place at a luncheon observing the station opening, conducted by the Hollywood Advertising Club. Gathered are (l to r): Shirley Bucanan (c-g), designated as Miss KECA-TV, Les Hoffman, president of Hoffman Radio Corp.; Bert Carter, regional head of Dodge; Charles (Buddy) Barry, network vice president in charge of AM and TV programs.

NETWORK SALES

Sept. Highest for Year

GROSS TIME SALES of the four TV networks in September totaled $991,262, peak month for the year to date, according to the latest report on video network advertising released last week to BROADCASTING by Publishers Information Bureau.

For the nine-month period, January through September, gross TV network time sales amounted to $6,461,492. This is the first year that PIB has kept records on television, so there are no comparable figures for 1948 available.

NBC was the top TV network from a gross time sales standpoint, with billings of $471,920 for September and of $3,502,476 for the year to date. CBS rated second—$271,938 for September, $1,573,656 for the nine months. ABC had $155,848 for the month, $741,163 for the nine months. DuMont gross was $91,556 in September, $644,197 for the nine-month period. Month-by-month billings of each network are itemized in Table I.

TABLE I

TOTALS—NETWORK TELEVISION

	ABC	CBS	DuMont	NBC	Total
January	$ 6,273	$ 104,989	$ 51,330	$ 260,693	$ 423,285
February	18,674	135,036	72,200	353,055	578,965
March	26,352	190,865	81,352	476,800	775,369
April	47,359	186,616	87,851	477,843	799,669
May	132,146	229,371	61,394	460,440	883,351
June	119,835	187,065	58,646	399,790	765,336
July	119,674	103,305	73,714	317,775	614,468
August	115,002	164,471	66,154	284,160	629,787
September	155,848	271,938	91,556	471,920	991,262
January-September Totals	$741,163	$1,573,656	$644,197	$3,502,647	$6,461,492

* * *

RCA was the top TV network advertiser in September, spending $106,440 for time on NBC, where RCA sponsors three of the five half-hour *Kukla, Fran & Ollie* programs each week to advertise its 45 rpm phonographs and records, radio and TV sets. RCA also was top TV network sponsor during the January-September period, using $586,860 worth of NBC-TV time.

General Motors Corp., second largest TV network time user in September, spent $65,855 for time to telecast the Roller Derby on ABC twice a week, Saturday afternoon football on the DuMont Network, weekly *Television Theatre* and *Fireball Fun-for-All* shows, both on NBC, *Inside USA* on CBS every other week, and the quarter-hour CBS news program five evenings a week. The news telecasts advertised Oldsmobile and the *Fireball* program Buick, with Chevrolet promoted on all other GM video programs. For the nine-month period, the company ranked fifth, spending $344,260 for network TV time.

R. J. Reynolds Tobacco Co. spent $48,980 in September for time on NBC-TV to telecast the 15-minute Monday-through-Friday *Camel Newsreel*. Third ranking TV network advertiser for that month, Reynolds was in second place for the first nine months of 1949, using $483,605 worth of NBC-TV time for its news program.

Top ten users of TV network time in September and for the nine-month period are tabulated with their expenditures for time in Tables II and III.

Smokers Class

Smokers' supplies, chiefly cigarettes, made up the class of advertised products most heavily promoted on network television. This was true both in September, when their program used $193,944 worth of TV network time, and during the first nine months of the year, when they accounted for $1,346,810 in TV network time purchases.

Radio and video receivers, phonographs and allied merchandise comprise the second rated product group, both for the month and the nine-month periods, using TV networktime worth $178,582 in September, $1,260,669 in the January-September period.

Third place, both for the month and year to date, was occupied by food products, whose use of TV network time amounted to $90,184 in September and to $598,056 for the nine months. Automotive advertising ranked fourth: $69,988 in September, $539,948 for the nine months. In fifth place was household furnishings advertising: $69,350 for September, $342,800 for the year to date.

Table IV gives a class-by-class analysis of the video network advertising of the various groups of products using this medium, both for September and for the January-September period. Table V shows the leading advertiser in each class in September.

TABLE II

TOP TEN TELEVISION NETWORK ADVERTISERS FOR SEPTEMBER 1949

1. RCA	$106,440
2. General Motors	65,855
3. R. J. Reynolds Tobacco Co.	48,980
4. Liggett & Myers Tobacco Co.	43,200
5. Philip Morris & Co.	38,023
6. National Dairy Products Corp.	34,600
7. Allen B. DuMont Labs	33,871
8. General Foods	32,945
9. Mohawk Carpet Co.	32,600
10. Colgate-Palmolive-Peet	27,195

* * *

TABLE III

TOP 10 TV NETWORK ADVERTISERS JAN.-SEPT. 1949

1. RCA	$586,860
2. R. J. Reynolds Tobacco Co.	483,605
3. Admiral Corp.	367,839
4. Liggett & Myers Tobacco Co.	358,630
5. General Motors Corp.	344,260
6. DuMont Labs.	233,880
7. P. Lorillard Co.	223,094
8. General Foods	221,970
9. National Dairy Products	191,750
10. Colgate-Palmolive-Peet Co.	160,185

* * *

TABLE IV

GROSS NETWORK TIME SALES

	September 1949	Jan.-Sept. 1949
Agriculture & Farming	$	$
Apparel, Footwear & Access.	9,020	171,579
Automotive, Automotive Equip. & Supplies	69,988	539,948
Aviation, Aviation Equip. & Supplies		
Beer, Wine & Liquor	6,326	108,144
Building Materials		
Confectionary & Soft Drinks	15,366	58,188
Consumer Service		23,795
Drugs & Remedies	31,950	95,600
Entertainment & Amusements		
Food & Food Products	90,184	598,056
Gasoline, Lubricants & Other Fuels	35,479	341,797
Horticulture		
Household Equipment	33,910	317,850
Household Furnishings	69,350	342,800
Industrial Materials		
Insurance		
Jewelry, Optical Goods & Cameras	1,348	12,228
Office Equip., Stationery & Writing Supplies	3,040	3,040
Publishing & Media	24,998	110,267
Radios, Television Sets, Phonographs, Musical Instruments & Access.	178,582	1,260,669
Retail Stores		
Smoking Materials	193,944	1,346,810
Soaps, Polishes & Cleansers	14,520	53,400
Sporting Goods & Toys	9,680	35,345
Toiletries	31,950	96,600
Transportation, Travel & Resorts		
Miscellaneous		9,680
TOTAL	$991,262	$6,461,492

* * *

TABLE V

TOP TV NETWORK ADVERTISERS FOR EACH PRODUCT GROUP IN SEPTEMBER 1949

Agriculture & Farming		
Apparel, Footwear & Access.	Trimont Clothing Co.	$ 10,359
Automotive, Automotive Access. & Equip.	General Motors Corp.	65,855
Aviation, Aviation Access. & Equip.		
Beer, Wine & Liquor	Schenley Industries (Blatz)	2,726
Building Materials		
Confectionary and Soft Drinks	Mars, Inc.	8,040
Consumer Service		
Drugs and Remedies	Drug Store Television Prod.	23,400
Entertainment & Amusements		
Food and Food Products	National Dairy Products	34,600
Gasoline, Lubricants and Other Fuels	Texas Co.	15,250
Horticulture		
Household Equip. & Supplies	Westinghouse Electric Co.	25,860
Household Furnishings	Mohawk Carpet Co.	32,600
Industrial Materials		
Insurance		
Jewelry, Optical Goods & Cameras	Bell & Howell	1,348
Office Equip., Writing Supplies and Stationery	W. A. Sheaffer Pen Co.	3,040
Publishing & Media	Time Inc.	24,998
Radios, TV Sets, Phonographs, Musical Instruments & Access.	Radio Corp. of America	106,440
Retail Stores		
Smoking Materials	R. J. Reynolds Tobacco Co.	48,980
Soaps, Polishes and Cleansers	Procter & Gamble	14,520
Sporting Goods & Toys	Unique Art Mfg. Co.	8,120
Toiletries & Toilet Goods	Colgate-Palmolive-Peet	27,195
Transportation, Travel & Resorts		
Miscellaneous		

WSAZ-TV DEBUT

Draws Huge Viewing Crowd

MORE than 50,000 viewers were reported at WSAZ-TV Huntington's premier and dedicatory telecasts on Nov. 15 [BROADCASTING, Nov. 21]. This was the first taste of video for West Virginia and the station says its initial programming was received with enthusiasm.

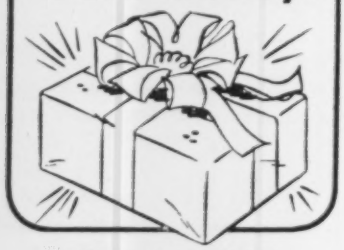
Mr. Rogers

Downtown Huntington streets, according to the station, were jammed with non-set owners who flocked to distributors' stores while many restaurants, taverns and hotel lobbies with TV sets were capacity packed. Remainder of the audience was comprised of 2,500 set owners in the surrounding tri-state cities of Charleston, Logan and Point Pleasant, W. Va.; Ashland, Ky.; and Portsmouth and Ironton, Ohio.

WSAZ-TV, which started test patterns only 58 days after construction was begun, telecast a complete program of features including an hour-long show of live local talent and addresses by distinguished speaker guests. The outlet, owned by the Huntington *Herald-Dispatch & Advertiser* and the John A. Kennedy radio interests, telecasts on Channel 5 and is affiliated with all four video networks.

Lawrence H. Rogers II, former WSAZ sales manager, is station and commercial manager of WSAZ-TV, and William H. Packard is production director.

Save time!
Save money!



BUY A KNBH TV *PACKAGE* SHOW!

You can now buy a *tested* TV package show on KNBH—from five minutes to half an hour—with a guaranteed interested audience, to help build sales and profits for you!

SOLD

Example of a half-hour TV package show built, aired and pre-tested on KNBH is "Tex Williams and his Western Caravan"—recently bought by A. E. Nugent Chevrolet.

FOR SALE

Typical of the many excellent TV package shows now offered to advertisers by KNBH is:

"LIGHTS, CAMERA, ACTION"

A fast-moving, half-hour, professional talent contest with studio audience, this program is now producing 1400 letters a week. Already, 13 contestants have received roles in motion pictures. This action-packed, popular TV show is reasonable in price—geared to create sales for your product or service in the great Los Angeles market. For details and price, consult your nearest NBC office.

The National Broadcasting Company
Sunset and Vine, Hollywood 28

A Service of Radio Corporation of America

Color Testing

(Continued from Telecasting 3)

of Elder Michaux' hands as he directed the choir.

While independent observers seemed for the most part to prefer the definition provided by black-and-white in large-group scenes, they agreed that color was preferable in the shots of paintings, and both still and live sequences involving a number of sharply contrasting colors.

As an example of the differences in color reproduction, in a wrestling sequence one grappler's trunks appeared as yellow on the CBS set and as orange on RCA. The dough batter used in a cooking show was green on RCA, and products displayed in a comparison of the commercial possibilities of the respective systems generally appeared to be reproduced much more faithfully by CBS.

Throughout the sessions, ghosting seemed less noticeable on both the color system than on any of the black-and-white sets.

Much the same results were evident during a showing of *Newsweek Views the News*, a regular DuMont TV network show. In this sequence it was necessary to readjust the CBS color set when the CBS signal was put on the coaxial cable and again when it was taken off. The same was true in most other cases when CBS moved on or off the cable or radio relay. CBS spokesmen maintained, however, that this could be eliminated by the use of "about two more tubes" to make the color phasing automatic.

DuMont's black-and-white reception of black-and-white transmissions was considered "more sharp" than either the RCA or CBS black-and-white reception of color signals in some cases, though in others little difference could be discerned, and in some instances observers felt the RCA black-and-white was superior to that of DuMont.

Line Troubles

Some of the variations were attributed to line troubles, which plagued all the demonstrators at one time or another.

Colors in the RCA picture faded out when put on the 2.9 mc coaxial cable to New York and return, but passed effectively over the 4 mc radio relay which had been set up between Washington and Baltimore. CBS colors held up in both the cable and radio relay tests, though a slightly cloudy effect was noticed on some of the pictures.

In the demonstrations CBS showed for the first time an effective 16-inch direct-view color picture (enlarged from 12½ inches) which it claimed to be the answer to opponents' charges that the CBS system, because it employs a rotating disc, is limited in potential screen sizes.

CBS also claimed that in the demonstrations it was not operating under optimum lighting conditions because incandescent rather than fluorescent lights were used, resulting in more noticeable reds.

CBS COLOR expert, Dr. Peter C. Goldmark (r), network's director of engineering and engineering research and development, is interviewed by a newsreel reporter aboard SS *Mauretania* in New York upon his arrival from England [BROADCASTING, **Nov. 14]. On invitation of British Institute of Electrical Engineers, Dr. Goldmark made the trip to London to demonstrate and lecture on CBS' color TV system using Pye Ltd. equipment constructed by British engineers according to CBS design.**

DuMont claimed its own showing was being restricted by FCC's refusal to permit it to use sets with screens larger than about 16 inches. DuMont also said it was using only 90-millimeter lenses in its camera "to keep in balance" with RCA and CBS, even though this "seriously limits our normal programming."

The demonstration was held in three separate rooms in Temporary E Bldg. in Washington, with all originations from RCA's WNBW (TV) Washington studios, where cameras had been set up side by side. RCA used the WNBW transmitter; CBS used WOIC (TV) Washington's, and DuMont used its own WTTG (TV).

Top Echelons Witness

On hand to witness the results were top officials of CBS and DuMont and the research and engineering heads of RCA. The CBS contingent included Board Chairman William S. Paley, President Frank Stanton, Executive Vice President Joseph H. Ream, Vice President Adrian Murphy and Engineering Vice President William B. Lodge, and Engineering Research and Development Director Peter C. Goldmark, who developed the CBS color system.

The RCA group included C. B. Jolliffe, executive vice president in charge of RCA Labs.; E. W. Engstrom, vice president in charge of research; Ray D. Kell, TV section chief, and G. H. Brown, research engineer. The DuMont delegation was headed by Dr. Allen B. DuMont, president, and included Thomas T. Goldsmith, director of research.

Also on hand were all members of the so-called "Condon Committee" which is making an independent survey of color prospects for the Senate Interstate and Foreign Commerce Committee. They are: Dr. E. U. Condon, director of the National Bureau of Standards, chairman; Dr. Newbern Smith, also of the Bureau of Standards; Stuart L. Bailey of Jansky & Bailey, consulting radio engineers; Dr. W. L. Everitt, dean of the U. of Illinois Engineering College, and Donald G. Fink, chairman of the Joint Technical Advisory Committee sponsored by Radio Mfrs. Assn. and the Institute of Radio Engineers.

Manufacturers appeared frankly skeptical about the extent to which the FCC-proposed field-test program could be completed by the time the color hearing resumes in February. FCC Chairman Coy conceded the Commission was not undertaking to say when the program should be completed, but that it did hope to have "a very high percentage" done by February.

The sessions are slated to resume Feb. 6 with a demonstration of the color system of Color Television Inc., the third system under consideration. This is to be followed by further comparative demonstrations Feb. 8 with CTI as well as RCA and CBS showing their color techniques and DuMont again presenting black-and-white.

CBS, however, has petitioned for a short postponement of the Feb. 8 comparisons because the equipment it employs will be in use in medical demonstrations elsewhere on that date. FCC has not acted upon this request.

Statements Issued Quickly

Last week's comparative tests were hardly completed when both CBS and RCA issued statements.

RCA's Dr. Jolliffe claimed the demonstrations showed "marked improvement' in the RCA system; stressed the importance of completely compatible color, and said the tests proved that "RCA's all-electronic system offers the best means through which color television can be improved and developed into a reliable service to the public."

Columbia's Mr. Murphy countered with the claim that the tests showed CBS color fidelity "way out in front of the RCA system"; that the CBS pictures were "highly faithful" whereas those of RCA "drifted and wandered," and that Columbia's pictures showed no diminution in color after coaxial-cable transmission while RCA's were "unequal" to this test.

FCC's field-test order was drafted in the form of a suggestion to TV set manufacturers and a statement of the type of information which participants in the hearing will be expected to present when the sessions resume.

If set manufacturers are to be of "any real assistance," FCC said, they "should conduct field tests of receivers, converters, and adaptors for use with the color television systems" proposed by CBS, RCA, and CTI, "and also of receivers (black-and-white and color), converters and adaptors capable of operating in the UHF band, and . . . report the results . . . to the Commission."

FCC called for reports during

(Continued on Telecasting 8)

KING-TV

SEATTLE, WASHINGTON

Announces the Appointment of

BLAIR-TV Inc.

As National Representatives

KING-TV, the first television station in the Pacific Northwest, has appointed another pioneer, Blair-TV Inc. as its national representative. This relationship becomes effective December 1, 1949.

KING — REPRESENTED BY — **BLAIR TV INC.**

Seattle, Washington

New York • Chicago • St. Louis
Detroit • Los Angeles • San Francisco

Color Testing

(Continued from Telecasting 6)

the week of Dec. 26 showing the results of these and other tests.

Commission staff members, the notice continued, will be available as "observers" during portions of the test period. The FCC laboratory also will conduct such tests itself, the Commission said, inviting interested persons to supply "equipment to be tested."

FCC also requested data on tests dealing with (1) automatic color phasing (as distinguished from automatic synchronization); (2) direct-view three-color tubes; and (3) use of frequency modulation for transmission of television picture signals, both monochrome and color.

Witnesses who have revised or supplemented the views they presented in testimony earlier in the hearings were asked to notify the Commission of the changes, particularly with respect to their estimates of the costs of color receivers, adaptors, and converters. Extensive data on interference ratios was requested.

FCC made plain that it felt RCA, CBS, and CTI should start their "public" field-testing "at the earliest date possible." Receivers, FCC said, should be placed in the hands of both "technical and non-technical persons not connected with the development of the system" being tested.

Although FCC did not go into detail, authorities said they were hopeful that such tests might be conducted in Washington, New York, Philadelphia and San Francisco. The notice said tests "should be conducted at least one hour per day for a period of at least 30 days."

UHF data requested by the Commission included material on power, frequency stability, and sideband filters of transmitting equipment; selectivity, sensitivity, stability, and spurious responses of receivers, and interference effects and propagation characteristics "in areas other than the Eastern Seaboard and the San Diego-to-Los Angeles path."

The automatic adapter developed by the FCC staff—under the direction of E. W. Chapin, head of the Laboratory Division — was described as one which "automatically follows the transmitter from 525 lines and 60 fields to 405 lines and 144 fields." It uses one tube and was built, Mr. Chapin said, at a "minor" cost.

Chairman Coy said the Commission had applied for a patent on it.

McDaniel Protests

Glen McDaniel, RCA attorney, protested demonstration of the adapter on grounds that it is "an improvement in the particular system being proposed by CBS" and therefore should not be advanced by the "judicial" agent which may have to choose between competing systems.

"It sounds a little bit like a person in a judicial capacity assisting one of the parties in the contest. . . . We think it is inconsistent," Mr. McDaniel declared.

Chairman Coy over-ruled him tartly:

Mr. Chapin . . . is the head of our laboratory; he is not a member of the Commission, and in no way in a position to determine the vote of a single member of the Commission; nor is any other member of the staff of the Commission. . . . I want to say on the record that I resent the suggestion very much that the Commission is influenced in its determination by the work of a single member of its staff or all of its staff when it comes to making a decision on the record in these proceedings.

When Mr. McDaniel noted that FCC had offered no development to aid any other participant, Chairman Coy pointed out that FCC had requested RCA to submit equipment and that when RCA does so, the FCC staff "will have the same opportunity to work on the equipment as we have on CBS equipment."

Mr. Coy said that "I suspect that some of our people have capabilities of effecting some improvement in [the RCA] system and that we may, when and if we get hold of that equipment, file a patent on an improvement on that equipment for the benefit of the government of the United States."

Mr. McDaniel replied that RCA "will welcome" FCC work on the RCA equipment. "We have a new system and not an old system, and as soon as we can get the equipment to you, we will," he declared.

Discussing work done by DuMont on color, Dr. Goldsmith said an 8 or 9 mc bandwidth is employed (compared to 6 mc used for standard monochrome and the RCA, CBS and CTI color systems) in order to get satisfactory definition.

He said DuMont had not yet gone on the air with its 441-line, 150-field system but that "we are prepared to carry out some tests of that nature." He thought it would give "about 400 lines of horizontal resolution as compared with the CBS 190 lines of horizontal resolution."

Dr. Goldsmith invited FCC to visit DuMont's laboratories and plant during the recess of the color hearings. He reiterated that DuMont is not seeking approval of its system in the current proceeding and said that when the system achieves a "satisfactory" picture then work will start on narrowing the bandwidth to a point conforming with present 6-mc standards.

[EDITOR'S NOTE: The report on the comparative demonstrations presented in the foregoing story is based not only on this viewer's observations of the tests but also on those of others, both official and unofficial, chosen as impartially as possible.]

DISTANT VIEW

WLWT (TV) Signal Travels

PHOTOGRAPH as documentary proof that WLWT (TV) Cincinnati's signal can be received 225 miles from studios and antenna has been sent to the station by a Greeneville, Tenn., viewer, the Crosley Broadcasting Corp. outlet reports.

Picture was taken by John W. Duggins, who says he receives the station's programs consistently in Greeneville using a medium priced set and a stacked array, straight dipole antenna with each element having one director and one reflector. He also employs a booster, according to WLWT (TV).

The Cincinnati station maintains viewers in 14 states have reported reception of programs telecast by WLWT (TV). The station's signal, it points out, has traveled beyond its normal 50-mile radius to 37 cities including: Austin, Tex. (975 miles); Hollywood, Fla. (950 miles); Gatesville, Tex. (925 miles); Murdock, Minn. (650 miles); Kalamazoo, Mich, and Washington, Pa. (both 250 miles) and to Wooster, Ohio (150 miles). WLWT (TV) engineers credit the long-distance reception to "stratified air guiding and bouncing the signal."

WLWT (TV) signal photographed 225 miles away.

* * *

SCENIC STRIKE

N. Y. TV Workers Demand Parity

SEVENTY-TWO television set, scenic, and costume designers at ABC, CBS, DuMont and NBC networks and at WPIX (TV) New York went on strike in New York last Wednesday but home viewers did not know the difference. The strike call went into effect at a 5 p.m. deadline even while the union and management were in session with New York State Mediator Mabel Leslie.

Even if the strike were prolonged indefinitely, set owners would be unaware of any change in scenic quality of telecasts, a management spokesman said. Networks and their New York outlets planned to improvise old sets at first and, if the stoppage continued, to replace the strikers.

Management representatives at the mediation meeting were informed by telegram that their employes had struck, but the session, already two hours long, continued for two and a half hours more—ending in a failure to reach agreement.

The networks and the station then issued a statement asserting union demands would increase minimum pay for an art director from $7,540 to $13,000 per year. "This demanded wage scale representing increases up to 73% of existing minimums is unreasonable and unjustifiable in the face of present costly television operations," the broadcasters said.

A network spokesman said the respective managements were determined to continue making their own scenery and would try to resume normal operations as soon as possible — hiring non-strikers if necessary.

Rudy Karnolt, business manager of the union, denied that the local was trying to force the stations out of making their own scenery.

"We agreed three years ago to wage scales 39% less than in other fields in order to help the infant television industry along," he said. "Now it has grown and we feel it should pay the same as the other fields."

The scales for theatrical and motion picture set work and for television, he said, were:

	Stage or Motion Pictures	Television
Scene Designer	$250	$145
Scenic Artist	148.75	100
Costume Designer	150	105

Mr. Karnolt put the number of employes at each outlet as follows: NBC-TV, 14 scenic artists, 9 scenic designers and 4 costume designers; CBS-TV, 16 scenic artists, 11 scenic designers and 3 costume designers (freelance); ABC-TV, 11 scenic artists, 5 scenic designers and 1 costume designer. DuMont and WPIX each has one scenic artist designer.

He said the strike was not called hastily. Contracts expired Oct. 1 and ten weeks ago the first strike vote was taken. Another strike vote was cast—this time unanimously—the day before the walkout.

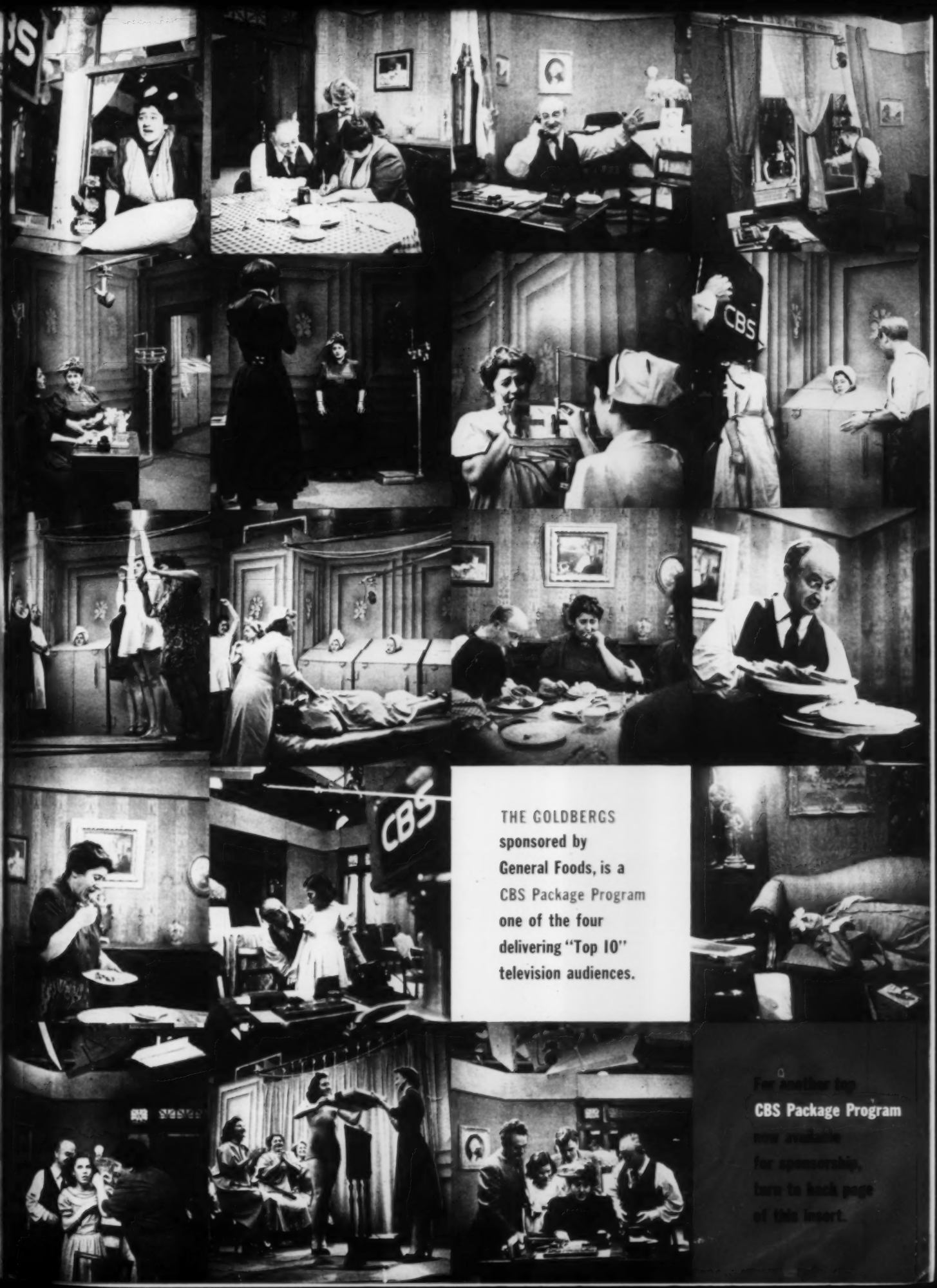
Should the strike settle down to a long, drawn-out trial of strength, he expected other unions might give aid. Picket lines, however, were not expected to be set immediately, pending the possibility of reaching an agreement by the weekend. Management, for its part, let it be known that the next move would be up to the union.

RELIGIOUS VIDEO

PRC Plans Own Films

THE PROTESTANT Radio Commission is planning to produce its own films for television use and will shortly produce a women's program for a national TV network, its director, Rev. Everett C. Parker, last week told a luncheon meeting at Syracuse.

Mr. Parker told 15 national church representatives and guests attending a week's television workshop at WHEN (TV) Syracuse that the organization, representing the major communions and denominations in the country, will require a $1 million budget to produce a program "by and for women on various religious aspects" and other programs.



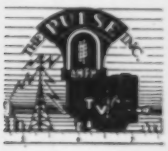
THE GOLDBERGS
sponsored by
General Foods, is a
CBS Package Program
one of the four
delivering "Top 10"
television audiences.

For another top
CBS Package Program
now available
for sponsorship,
turn to back page
of this insert.

DECEMBER

| Pm | | |

	Let There Be Stars L (E-M)		B. F. Goodrich Celebrity Time L (E-M)	Young People's Church of the Air Youth on the March L (E-M)	
	General Electric Fred Waring Show		Barbasol Week in Review		
	Cross Question L (E-M)				
atre	Philco Television Playhouse L (E-M)		*Garroway at Large* L (E-M)		
	Mr. Black L (E-M)	*ABC Barn Dance* L (E-M)	Roller Derby (To Conclusion)		
ca	Philip Morris Candid Camera	General Foods The Goldbergs	Westinghouse Studio One		Ansonia Shoes, Faye Emerson Show
Show		Co-op Wrestling (From Sunnyside Arena) L (E-M)			
ber Co. ntinue	Admiral Lights Out L	Cities Service Bands of America	Miles Quiz Kids L		
			Tomorrow's Champions (to midnite)		
	Actor's Studio L (E)	Auto-Lite Suspense	Sheaffer Pen This Week in Sports	*Blues By Barge*	Chevrolet Pantomime Quiz	*News Reel*
	The O'Neills L (E-M)					
	P & G (F)	Pabst The Life of Riley	P. Lorillard Original Amateur Hour			
me	*Author Meets Critics* L (E-M)	Co-op, Wrestling L (E-M)				
	Bigelow-Sanford Dunninger-Winchell	TBA	P. Ballantine & Son Tournament of Champions International Boxing Club Bouts			Winston Radio, Tele- finds of 1949
	The Plain-Clothesman L (E)					
ros. ck	Kraft Foods Co. TV Theatre L (E-M)		Bristol-Myers Break the Bank			
	Mystery Playhouse Boris Karloff L (E-M)	*The Ruggles'* F (E-M)	Chesebrough Mfg. Co. Blatz Brewing Co. Roller Derby			
Chevrolet ng	Speidel Ed Wynn	*Film Theatre*	TBA	*Blues by Barge*		
	Morey Amsterdam Show (Dumont Telesets) L (E-M) (NI)	Co-op Boxing (From Sunnyside Arena) L (E)				
Johnny	Ford Dealers of America Kay Kyser L		U. S. Tobacco Martin Kane Private Eye			
de	Libby, McNeill & Libby Auction-Aire L (E-M)	Int. Cellucotton (Kleenex) Fun for the Money L (E-M)	*Roller Derby*			
olds Crime	Ford Theatre 54th Street Revue		Household Finance People's Platform	*Capitol Cloak Room*		Newsreel
llywood line Clues	*Fishing & Hunting Club of the Air* L F (E-M) (NI)		Co-op Amateur Boxing L (E-M)			
ople	*Black Rose* L	American Cig. & Cig. Big Story (alternates) L	Gillette Fights L			Chese- borough Greatest Fights (F)
	Roller Derby L (E-M) (To conclusion)					
ture	*Film Theatre*	*Film Theatre*				
	Cavalcade of Stars L (E-M) (NI)		Co-op Wrestling L (E-M)			
	Crosley Who Said That L (E-M)	*Film*	*Meet the Press* L			



SPEAKING of GIVEAWAYS . . .

did you know

- that 69% * of all U.S. TV homes are included in The Pulse Seven Market Television area?
- that The Pulse issues monthly reports for this area giving ¼ hour ratings for network programs televised between 5 PM and Midnight, throughout the week?
- that each daily ¼ hour rating in this network TelePulse is based on 1000 personal interviews in television homes?
- that this 7 Market TelePulse is yours for the asking?

Write now for your copy of the October 1949 7 Market TelePulse Network report, covering.

New York **Chicago**
Cincinnati **Los Angeles**
Boston **Philadelphia**
Washington

* TELEVISER, October, 1949.

THE PULSE INCORPORATED
ONE TEN FULTON STREET
NEW YORK SEVEN

THE FRONT PAGE

based on the famous Broadway hit is the kind of **CBS Package** that sponsors who want a sure payoff are looking for.

TELEVISION WEEK
Set by Charlotte Mayor

WEEK of Nov. 13-19, proclaimed "Television Week" in Charlotte, N. C., by Mayor Victor Shaw, was hailed by the local WBTV (TV) as an outstanding success and aid to local TV set dealers. The station and dealers jointly sponsored news-

Mayor Shaw

* * *

paper ads, each 130 inches, which were inserted five times in the *Charlotte Observer* and the *Charlotte News*.

Mayor Shaw appeared Nov. 14 on a WBTV telecast to deliver the proclamation. He paid tribute to television as a new means of entertainment for the city as well as providing stimulus to the community's business.

MUSIC FOR FILM
Group To Draft Industry Plan

THE NINE-MAN industry committee set up to consider the Petrillo proposals covering services of musicians for television films last week appointed a subcommittee of three to draft counterproposals.

The triumvirate, all film experts, were: Hal Roach Jr., of Hal Roach Studios and president of Television Film Producers Assn.; Ralph M. Cohn, Columbia Pictures, and Melvin L. Gold, president of The National Television Film Council.

It was explained that no television network or station executive was represented on the subcommittee because the feeling was that the film experts had the specialized knowledge of celluloid packaging necessary for the job. It was felt that they could protect the interests of the telecasters as well as their own.

The work of the subcommittee, however, will be subject to review of the whole committee, which itself contains an unprecedented alignment of representatives of the amusement industry. The main committee [BROADCASTING, Nov. 14] contains representatives of TV networks, stations, packagers, major film producers, small film producers, TV film producers and film associations.

FIRST American television transmitter in Europe installed at Turin, Italy, by General Electric Transmitter Div.

TV AUTHORITY
Equities Elect Delegates

ACTORS EQUITY and Chorus Equity last Tuesday appointed their delegates to the newly formed Television Authority, which will represent video performers.

The appointments, made by the Equity Council, the two unions' governing board, were:

Representing Actors Equity—Sidney Blackmer, Marc Daniels, Mildred Dunnock, John Kennedy, Peggy Wood, Winston O'Keefe, Ezra Stone, Margaret Webster, Frances Reid and Mady Christians.

Representing Chorus Equity—Dennis King, Philip Loeb, Paul Purnell, Clara Cordery, Robert Spiro, Frank Colletti, Neal Hamilton, George Bockman, Philip Bourneuf and Edith Atwater.

American Federation of Radio Artists, American Guild of Variety Artists and American Guild of Musical Artists are expected to choose their representatives shortly. It is considered unlikely that the Screen Actors Guild and Screen Extras Guild will participate unless their jurisdictional differences with the live actors unions over TV films are settled [BROADCASTING, Nov. 21].

SET OUTPUT
1949 Estimate 2½ Million

TELEVISION set production for 1949 will total 2,535,000 sets, according to official estimates of Television Shares Management Corp., Chicago. The figures were obtained from interviews with officials and authorities in the industry.

Of the 13 firms listed, production figures range from 70,000 to 410,000 units. Television Shares Management Corp. points out, however, that in some cases estimates will be subject to wide variation from such factors as stoppages of production and purchasing power resulting from strikes.

SEMCA CLOCK
Begins N. Y. TV Campaign

SEMCA Clock Co., New York, has launched an intensive television campaign using five New York TV stations.

In addition to the New York market, the Semca Clock Co. and its Phinney-Walker Clock Co. have offered to all retailers free of charge three dramatic film commercials, promoting both the Semca and Phinney-Walker clocks, for use on their local stations. The clock firm also has notified video stations throughout the country of its offer to the retailers.

As a result more than 25% of the video stations have requested the film, Eli Landau, television director of Moss Associated, New York, agency for the firm, revealed to BROADCASTING last week.

In the New York market the clock company has spot announcements on the following stations: WNBT(TV), WCBS-TV, WABD (TV), WPIX(TV) and WJZ-TV.

FOLLOWING his appearance Nov. 1 on the *Court of Current Issues* (Tuesday, 8-9 p.m.), a featured program of WABD (TV) New York and the DuMont TV Network, Sen. Edwin C. Johnson (D-Colo.) has an on-the-scene chat with Commdr. Mortimer Loewi (l), director of the DuMont TV Network.

Buys GE Equipment

COMPLETE television film equipment has been purchased from General Electric Co. by ABC which will use it for two video shows, *Celebrity Time* and *Blind Date*, General Electric has announced. Equipment includes a 16mm TV projector with remote control, deluxe slide projector, film camera, mirror changeover, film camera control monitor and channel rack.

TUBE SALES
Double '48 Total—RMA

SALES of cathode ray television picture tubes in the first nine months of 1949 nearly doubled the entire 1948 sales, according to Radio Mfrs. Assn. Manufacturer members of RMA sold 2,129,210 picture tubes for receivers, valued at $62,525,446 in the first three quarters of 1949. The figure for 12 months of 1948 was 1,309,176 tubes valued at $33,459,554.

Manufacturers reported sales of 648,823 picture tubes valued at $17,154,450 during the third quarter, a drop from the 777,054 tubes valued at $23,123,698 sold in the second quarter of this year.

Of the total picture tube sales, 609,517 valued at $15,926,047 were sold to equipment manufacturers in the third quarter, or 1,992,541 tubes valued at $58,253,474 for three quarters of 1949. The rest of the sales were to users, distributors, government and export buyers.

Total cathode ray tube sales, including oscillographs, camera pickup tubes, etc., amounted to 663,724 units valued at $18,020,897 in the third quarter and 2,175,391 valued at $65,384,773 in the first nine months of 1949.

FIRST prize in competition for best promotional spot announcements for *Martin Kane, Private Eye* show on NBC-TV won by WTMJ-TV Milwaukee. WTVR(TV) Richmond, Va., placed third.

SERVING THE RICHEST MARKET IN THE SOUTH'S NO. 1 STATE*

6531 SETS IN USE AS OF NOVEMBER 1, 1949†

SALES REPRESENTATIVES
HARRINGTON, RIGHTER and PARSONS, INC.
NEW YORK CITY: 270 Park Avenue MU 8-1185
CHICAGO: Tribune Tower WH 4-0074

Owned and Operated by
GREENSBORO DAILY NEWS and THE GREENSBORO RECORD

*Source: Sales Management's "Survey of Buying Power" 1949
†Source: NBC Research Dept.

Telestatus

BAB's Rate Card Stud

(Report 87)

NEED for greater uniformity in television rate cards is pointed up in the report of the Television Standardization Group, a subcommittee of the NAB Sales Managers Executive Committee [BROADCASTING, Nov. 21].

Just completed by Broadcast Advertising Bureau, the study covers the rate practices of 75 operating stations. Although practices vary widely on some points and are surprisingly uniform on others, on the basis of current rate cards from the 75 stations, this is how station rate structures add up:

Relationship of rates for smaller time units to the basic hourly rate—Half hour is 60% and quarter hour is 40% of hourly rate, respectively. Over 93% of stations gave these exact figures. Most popular percentage for five minutes is 25% of hour rate. Second most popular is 20% with numerical average of 24.4%.

Most popular time segment between a half-hour and an hour is 40 minutes. Second most popular is 45 minutes with rate for either charged at 80%. Most stations also quote a 20-minute rate at 50% and about half the stations have a 10-minute rate which is 35% of the basic hour. This is the way the industry pattern runs:

60 minutes	100%
40 minutes	80%
30 minutes	60%
20 minutes	50%
15 minutes	40%
10 minutes	35%
5 minutes	25%

Announcement rates are much less uniform and run from 8% to 30%. Some stations have different rates for film and live announcements but when averaged the difference is less than 1%, BAB reports. Time classifications also vary but taking plus or minus 1% of Class A film rates, approximately one-third use 15%. A 20% figure was reported second most popular and here the stations which used it applied it precisely. For all stations the numerical average was 16.2% of the hourly rate for one-minute spots.

Only 17 stations reported specific station-break rates, others stating their one-minute rate applies. For the 17 stations the average was 14.1% of the basic hourly rate.

Time classifications—There were 29 stations with three time classifications, 27 with two and 19 with only one. Most of those with three were in older TV markets which leads BAB to feel "it may be safe to assume that three or more time classes will be the norm eventually."

Majority of the three time class stations charge 75% of the A rate for B time and 50% for C time. Of the 27 stations with only two time classes, the most popular percentage of the basic hourly rate for Class B time is 60%. Second most popular is 75% with an average of 67.1%.

Of the 27 two class stations, 20 change from Class B to Class A time at 6 p.m. on weekdays. Those 29 with three rates split almost evenly with 14 changing to A time at 6 p.m., 13 at 7 p.m. and the other three upping the rate at 6:30. Class B time starts at 5 p.m. on 24 of these 29 stations. Slightly more than half of the three-rate stations drop their rate again at 10:30 p.m. and a slim majority of two-rate stations change at 11 p.m.

On Saturday and Sunday afternoons the big question for three rate stations appears to be what rate to charge. Of these, 16 begin A time no later than 1 p.m. and of those which wait until later, most start B time by 1 p.m. About 75% of the two-rate stations begin Class A time by 1 p.m. on weekends.

Differing Discount Practices

Discounts—More than 85% of all television stations give discounts for frequency either in combination or alone. Seventy-two percent of the stations give frequency discounts only. None of the stations permit combining programs and announcements for frequency discount rates. The practices of all 75 stations have been classified by BAB in the following table:

No. of Stations	Type Discount
9	No separate facilities charges.
37	Frequency only Frequency and AM/TV combinations Consecutive weeks only Consecutive weeks & time volume Consecutive weeks & AM/TV combination Dollar volume & consecutive weeks Frequency, days-per-week & consecutive weeks Frequency & days-per-week Frequency & times-per-week Frequency & contiguous No discount
12	No charge for either film or studio facilities during broadcast. All rehearsal extra.
17	Separate charges for use of all facilities and rehearsal.

Of the 54 stations which give only frequency discounts, 34 give some discount starting at 13 times. At 26 times nearly all of the stations give some discount with 5% being the most popular figure. For 39 times only six stations increase the discount, 52 times being the next step up in most cases. At 104 times most stations again increase the discount and above this the "none" column again becomes dominant. From the frequency discount rates two definite patterns appear: (1) 26 times, 5%; 52 times, 10%, and 104 times, 15%; (2) 13 times, 5%; 26 times, 10%; 52 times, 15%, and 104 times, 20%.

Cash discounts are practically non-existent in TV but there are six stations which reduce other discounts by 2% unless bills are paid within a specified time period.

Facilities vs. Time charges—In devising rates for television one of the big questions is whether to make additional charges for use of the station's film projection and studio facilities (equipment and operating personnel). Although practices vary widely, BAB reports these three basic practices:

(1) Nine stations make only one all-inclusive charge. Their basic time rate includes use of both film projection and studio facilities during the broadcast and for a normal amount of rehearsal time.

(2) Seventeen stations break their time and facilities charges separately and itemize the latter.

(3) Twelve stations make no extra charge for use of facilities during the actual broadcast, but separate charges are made for any and all rehearsals.

From these three fundamental practices comes a combination which is used by 37 stations. These outlets make no extra charge for film projection facilities, under normal conditions, but do charge extra for the use of studio equipment and personnel.

The picture rounds out like this:

No. of Stations	Practices
9	No separate facilities charges.
37	No charge for film projection facilities. Studio use extra.
12	No charge for either film or studio facilities during broadcast. All rehearsal extra.
17	Separate charges for use of all facilities and rehearsal.

Rate protection—Six months is

(Continued on Telecasting 16)

Weekly Television Summary

Based on Nov. 28, 1949, BROADCASTING Survey

City	Outlets On Air	Number Sets	Source of Estimate
Albuquerque	KOB-TV	1,000	Station
Atlanta	WAGA-TV, WSB-TV	18,500	Distributors
Baltimore	WAAM, WBAL-TV, WMAR-TV	100,036	TV Circ. Comm.
Binghamton	.....	700	Wholesalers
Birmingham	WAFM-TV, WBRC-TV	6,500	Dealers
Bloomington	WTTV	300	Dealers
Boston	WBZ-TV, WNAC-TV	172,276	TV Comm.
Buffalo	WBEN-TV	44,132	Buff. Elec. Co.
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	250,000	Station
Charlotte	WBTV	7,800	Distributors
Cincinnati	WCPO-TV, WKRC-TV, WLWT	44,000	Distributors
Cleveland	WEWS, WNBK	101,358	West. Res. U.
Columbus	WBNS-TV, WLWC, WTVN	20,750	Distributors
Dallas, Ft. Worth	See Ft. Worth-Dallas listing.		
Davenport* Quad Cities	WOC-TV	3,315	Distributors
Dayton	WHIO-TV, WLWD	23,800	Station
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	128,522	Distributors
Erie	WICU	14,700	Station
Ft. Worth-Dallas	WBAP-TV, KBTV	20,800	Dist. & Deal.
Grand Rapids	WLAV-TV	7,000	Distributors
Greensboro	WFMY-TV	6,531	Distributors
Houston	KLEE-TV	9,000	Distributors
Huntington	WSAZ-TV	2,038	Distributors
Indianapolis	WFBM-TV	11,200	Dist. & Deal.
Jacksonville	WMBR-TV	3,000	Wholesalers
Johnstown	WJAC-TV	7,850	Distributors
Kansas City	WDAF-TV	15,755	Station
Lancaster	WGAL-TV	15,974	Dealers
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV KTTV, KECA-TV	251,042	Rad. & Appl. Assn.
Louisville	WAVE-TV	13,104	Station
Memphis	WMCT	9,910	Distributors
Miami	WTVJ	12,000	Station
Milwaukee	WTMJ-TV	50,115	Distributors
Minn.-St. Paul	KSTP-TV, WTCN-TV	41,300	Stations
New Haven	WNHC-TV	55,100	Station
New Orleans	WDSU-TV	9,000	N. O. Pub. Serv.
New York	WABD, WCBS-TV, WJZ-TV, WNBT, WOR-TV, WPIX	875,000	Stations
Newark	WATV	Incl. in N. Y. estimate	
Oklahoma City	WKY-TV	11,587	Distributors
Omaha	WOW-TV, KMTV	9,211	Distributors
Phoenix	.....	1,044	Distributors
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	285,000	Elec. Assn.
Pittsburgh	WDTV	45,000	Dist. & RMA
Portland, Ore.	.....	606	Eng. Est.
Providence	WJAR-TV	19,750	Dealers
Richmond	WTVR	16,845	Distributors
Rochester	WHAM-TV	11,287	Distributors
San Antonio	.....	150	Distributors
San Diego	KFMB-TV	12,750	Station
San Francisco	KGO-TV, KPIX, KRON-TV	18,000	N. Cal. Elec. Assn.
Schenectady	WRGB	38,000	Distributors
St. Louis	KSD-TV	57,600	Union Elec. Co.
Salt Lake City	KDYL-TV, KSL-TV	6,000	Station
Seattle	KING-TV	12,600	Distributors
Syracuse**	WHEN	15,104	Distributors
Toledo	WSPD-TV	25,000	Dealers Assn.
Tulsa	KOTV	2,028	Station
Utica-Rome	.....	2,250	Dealers
Washington	WMAL-TV, WNBW, WOIC, WTTG	69,550	TV Circ. Comm.
Wilmington	WDEL-TV	19,305	Dealers

Total Markets on Air 54; Stations on Air 92; Sets in Use 3,031,624

* Quad Cities include Davenport, Moline, Rock Island, East Moline.

** Also claims coverage in Utica-Rome area.

Editor's Note: Sources of set estimates are listed for each city as available and since most are compiled monthly some may remain unchanged in successive summaries. Total sets in all cities surveyed is necessarily approximate since two areas may overlap. To offset this there are many scattered sets in areas not included in the survey.

WMAR

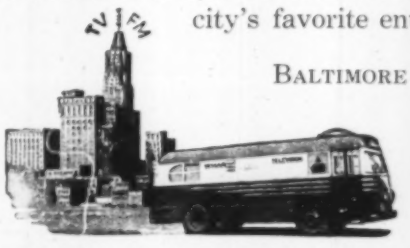
THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND

The decision has been made

Judge Joseph Kolodny renders a verdict in WMAR-TV's highly regarded "Court of Common Sense," a feature of Wednesday Television in Baltimore. His "common sense" verdicts are uncommonly sound, as sound as the Baltimore decision that Television is the city's favorite entertainment medium. Baltimoreans had bought 100,036 TV receivers by November 1st.

Television has captured 33.4% of the 6:00 —10:00 P. M. broadcast audience in Baltimore according to the August-September Hooper rating. That is the highest score achieved by video anywhere.



BALTIMORE LEADS THE NATION—WMAR-TV LEADS IN BALTIMORE

Represented by

THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Telestatus

(Continued from Telecasting 14)

the most common practice but stations vary as to when the six months begin. Two schools of thought are represented: (1) those which protect for six months from the start of the contract, and (2) those which protect for six months from the date of notice of an upcoming change in rates. BAB reports that the latter group is in a slight majority.

Agency commissions—Agencies, of course, get their 15% but the question here is 15% of what? Although no clear cut policy could be found, 23 of the 75 stations state that commissions will be paid on time charges only. There are 37 outlets which pay a commission on time plus at least one other cost. Among these, studio facilities charges are included in many cases. Some stations also have film and studio rates on which commissions are paid. A minority of the 37 pay commissions on such other charges as talent, production services and station-built programs.

* * *

Adjacency Effect On Video Spots

THE SPOT following a high-rated television program can achieve a better rating than a spot preceding the same program, according to the Advertest Television Spot Report.

This was learned in analyses conducted by Advertest Research on how much effect the program that the spot follows or precedes has had on the potential audience and therefore, the sales impact value of the spot. Before the survey, the question of how much effect adjacencies exercised had largely gone unanswered, Advertest pointed out.

Of the two reports, the initial covered the first week in September with programming still on a summertime basis. The second report was held during the first week in October when most fall programs were underway.

* * *

'Texaco Star Theatre' Heads October Teleratings

THE *Texaco Star Theatre* led October TV-Network Teleratings, C. E. Hooper reported last week. *Arthur Godfrey's Talent Scouts* was second, and *Arthur Godfrey and His Friends* third. Ratings of the top 10 TV network shows follow:

1. Texaco Star Theatre (30 NBC-TV cities)	69.4
2. Arthur Godfrey's Talent Scouts (8 CBS-TV cities)	55.8
3. Arthur Godfrey and His Friends (33 CBS-TV cities)	49.7
4. Toast of the Town (16 CBS-TV cities)	45.6
5. Fireball Fun For All (32 NBC-TV cities)	40.9
6. Fireside Theatre (17 NBC-TV cities)	39.2
7. Philco TV Playhouse (36 NBC-TV cities)	38.7
8. Stop the Music (8-9) (15 ABC-TV cities, 8-8:30 p.m.) (13 ABC-TV cities, 8:30-9 p.m.)	37.6
9. Original Amateur Hour (15 NBC-TV cities)	35.4
10. Cavalcade of Stars (17 DuMont TV cities)	35.3

* * *

Poppele Sees 7.5 Million TV Sets by End of 1950

TELEVISION set ownership should exceed 7,500,000 by the end of 1950, according to J. R. Poppele, vice president and chief engineer of WOR-AM-TV New York, and president of Television Broadcasters Assn. In Mr. Poppele's opinion the figure will be reached at least a year earlier than the most optimistic observers had forecast due to the present production rate, revealed by Radio Mfrs. Assn. to be in excess of 80,000 sets weekly. At this rate, 4 million sets will be produced in 1950, which, added to the 1 million sold last year and the 2,500,000 1949 output, makes a television audience of 30 million for 7,500,000 sets virtually guaranteed, Mr. Poppele said.

* * *

WCAU-TV Philadelphia Issues Rate Card No. 4

WCAU-TV PHILADELPHIA Nov. 15 inaugurated Rate Card No. 4, according to an announcement by Alex Rosenman, vice president in charge of sales for the WCAU stations. Based on a Class A live time charge of $700 an hour, the card reportedly reflects the rapidly expanding set circulation in the Philadelphia area. Mr. Rosenman said the number of sets has almost doubled since Rate Card No. 3 was issued May 1.

New rates for a live Class A hour (Monday through Saturday, 7-10:30 p.m.; Sunday, 1-10:30 p.m.) are $700 for one time, $665 for 26 times and $630 for 52 times. An hour-long live Class B hour (Monday through Saturday, 5:30-7 p.m.; Monday through Sunday, 10:30-11 p.m., and Sunday before 1 p.m.) now costs $560, $532 and $504 in the three frequency classifications. In Class C time (Monday through Saturday before 5:30 p.m. and Monday through Sunday after 11 pm..) the live hour rate in the frequency classes is now $420, $399 and $378. Hour film programs start at $525 for one-time Class A, $420 for Class B and $315 for Class C. One-time Class A announcements are $100; Class B, $80, and Class C, $60.

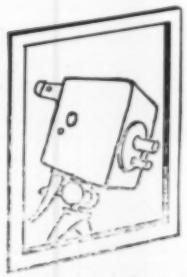
* * *

High Scoring Football Telecast

WABD (TV) NEW YORK's telecast of the Notre Dame-North Carolina football game Saturday, Nov. 12, captured 75.1% of the New York area television audience, according to a special C. E. Hooper Inc. survey made public by the station. WABD achieved a rating of 22.2 for the 2-3 p.m. period.

Next highest rating, for a station telecasting another gridiron battle, was 5.5, with 18.4% of the video audience.

The WABD telecast was sponsored by New York Chevrolet dealers through Campbell-Ewald, New York.



Reel Takes

JERRY MARTIN CAMPBELL

JERRY M. CAMPBELL has racked up an imposing number of video accounts after only nine months of competition with long-established film production firms. Partner in Campbell-Cahill Studio, Chicago, Jerry organized his own firm last March after skirting the edge of visual media for several years.

He began producing filmed television commercials at a price to attract local and national advertisers, quoting costs below those of competing firms for 20-second, one-minute and one-and-one-half minute spots. With the amount of new business gaining momentum, he and Partner Don Cahill have found costs to be of secondary importance to their clients. Quality, always primary, has proved to pay-off in sales.

Mr. CAMPBELL

Mr. Campbell's initial interest in TV led to his role as commentator on *TV Newsroom* at WBKB (TV) Chicago in 1942. Developing an off-the-cuff format for local and national news, he shelved this and extra-curricular video activity when he went into the Army.

Attached to a special service unit at Battle Creek, Mich., Jerry wrote and produced 15 radio shows weekly. These were aired live and transcribed on WELL Battle Creek, WJR Detroit and WJW Cleveland. He also worked on the WELL announcing staff.

A former announcer at WLS Chicago and WMRO Aurora, Ill., Jerry returned to this phase of broadcasting as a freelancer in New York after Army duty. In the East he dipped heavily into TV again during spare hours, watching rehearsals and originations as the town grew "TV-wise." When he returned to Chicago in 1947, he transferred his TV enthusiasm to that city. On evenings and weekends he continued "watching and waiting." During the day he worked as Chicago manager of Donald Cooke representative firm.

Jerry has been interested in photography since he was six, when the Campbells were forced to build another bathroom because the family tub was constantly filled with film developer. Various photographic excursions brought Jerry into contact with Don Cahill, who had had 13 years of photography experience in Chicago before they met to merge brains and brawn.

Accounts Serviced

Some national accounts for which they have produced video spots are Alka Seltzer, Salerno crackers, Stewart's coffee, Hoover vacuum cleaners, Py-O-My mixes and Stopette deodorant.

Interested in experimental photography, Campbell-Cahill is now working on color and light tests of porcelain for a national refrigerator account. Firm specializes in stop-motion and animation, and finds that most clients want to blend one or both with live-action.

Shooting, editing, screening and processing are carried on at laboratories on Chicago's West side. Sales and business offices are located in the 360 N. Michigan Ave. Bldg.

OPERACAST

Texas Co. Backs on ABC-TV

THAT OPERA makes for sure-fire television entertainment was proved last Monday night when ABC-TV, for the second successive year, telecast to six cities the opening night performance of New York's famous Metropolitan Opera.

Under sponsorship, again, of The Texas Co., New York, which this year paid some $40,000 for the package in addition to time and line charges, the network's production showed that much had been learned from its first attempt of a year ago. Camera work on "Der Rosenkavalier," this year's season-opener, placed considerable emphasis on close-up shots from the camera in the second balcony near the proscenium arch. Other close range views were offered by cameras on the orchestra level, stage left, and in the room adjacent to the radio booth on the first balcony.

In all, eight cameras were utilized for the proceedings, with others located in the standing room area on the orchestra floor, two backstage, one in Sherry's refreshment area, and one in the 39th St. lobby—the entrance of "the carriage trade."

Crotty Produces Show

Lion's share of the credit for the telecast's success goes to Burke Crotty, ABC's executive television producer, who produced and directed the entire program. In addition to the performance itself, video viewers were given glimpses of great and near great as they made their entrances; of interviews at Sherry's with operatic stars and impressarios; of the great Diamond Horseshoe and the Golden Curtain, and of backstage interviews and activities of the stagehands between acts.

Among the early arrivals at 39th St. were Mark Woods, ABC president, and Richard L. Saunders, vice president in charge of domestic sales for The Texas Co. Both were interviewed by ABC Commentator John Daly, and both emphasized the pride their companies feel in their association with the opera telecasts. Mr. Saunders said that Texas is grateful for the many enthusiastic letters it receives from listeners to the regular Saturday afternoon ABC radio broadcasts of the opera.

Much of the improvement of this year's opera telecast over that of last year was due to the fact that lighting for "Der Rosenkavalier" is sufficient for television purposes, whereas some of last year's failings with "Otello" were caused by darkened stage settings which had to be illuminated with infra red "black light," which played havoc with performers' make-up, authorities said.

Also, the Met, apparently convinced that television is here to stay, was more lenient with space for camera placement, cutting by 90 the number of "standing room" tickets sold, thereby allowing more variation of angle-shots. In addition, camera blowers, which couldn't be used last year because of noise, were equipped with mufflers and utilized. Happily abandoned was the dry-ice method of cooling cameras which failed last year, leaving only one camera in operation. Too, in some scenes, action was understood to have been slowed down for the benefit of TV eyes. More than once the impression was given that the performance was especially staged for video.

A staff of six television directors, a crew of 42 including cameramen, control men, stagehands, electricians and others, more than a ton of equipment and three-quarters of a mile of TV cable were in operation for the telecast, which ran from 7:45 to 11:52 p.m. The telecast was viewed in New York, Philadelphia, Washington, Baltimore, Detroit and Chicago, and was placed through the Kudner Agency, New York.

Interesting production innovations not attempted the previous year were superimpositions of various types. Milton Cross, ABC's official opera commentator, was seen describing forthcoming scenes while a hand slowly turned pages of the work's libretto. A silver rose, tossed onto the closed libretto, preceded each scene setting. Commercials were nonexistent, except for brief announcements only that "Der Rosenkavalier" was being presented by The Texas Co.

AFTER the opera, Mark Woods (l), ABC president, and Richard L. Saunders (r), vice president of The Texas Co., sponsoring the telecast of the Metropolitan Opera for the second straight year, discuss the evening's performance in an interview with ABC Newsman John Daly (center). The Texas Co. also is sponsoring for the 10th successive year ABC broadcasts of the Opera's Saturday matinee performances which began Saturday (Nov.26).

ENGLISH EQUIPMENT SHOWN

Pye Demonstrates for Industry, Government

INITIAL showing of English TV transmitter equipment made by Pye Ltd. was previewed in Washington, D. C. last week by representatives of the American television industry, government observers and FCC Commissioners.

The showing was the first in a series of demonstrations by Pye technical officials and its crew of eight engineers preparatory to the firm's entrance into the American TV equipment market [BROADCASTING, Nov. 14]. Other showings are slated for New York's Park Sheraton Hotel Dec. 6 and Chicago at a later date. Demonstrations were held last Monday through Wednesday at the Hotel Carlyle.

Claiming Pye equipment produces a superior black-and-white TV picture, B. J. Edwards, Pye technical director, said the company's goal is an annual sale of about $5 million worth of TV transmitter equipment to TV operators who cannot be supplied by American firms because of great demand.

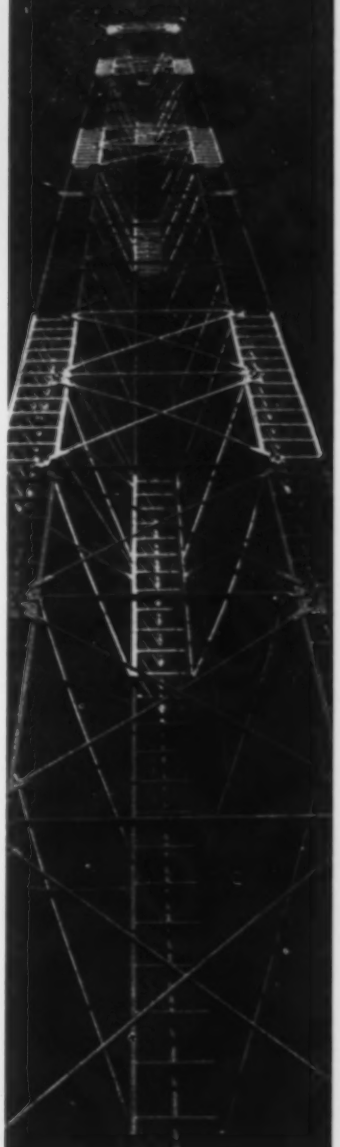
The Commision was represented Monday by Comrs. Paul Walker, George Sterling, E. M. Webster, Robert Jones, Frieda Hannock, and engineering personnel. Chairman Wayne Coy was detained on business while Comr. Rosel Hyde was out of town.

Featured at the demonstrations were two types of TV cameras, several control units and 16mm telecine film. Prices for Pye equipment to American buyers will run 10% to 15% lower than comparable units by American firms, according to Mr. Edwards.

FCC Commissioners and other observers generally were impressed with the picture's artistic quality.

Pye announced last week it has officially opened offices at 8 W. 40th St., in New York City.

AM • FM
TELEVISION
TOWERS



495'-0" TOWER AM-FM-TV
RADIO STATION WAZL
HAZLETON, PA.

STAINLESS, INC.
NORTH WALES, PA.
NYC Office:
50 CHURCH STREET
Western Office:
BOX 841, PHOENIX, ARIZ.

Telefile: KECA-TV

(Continued from Telecasting 4)

respectively finished seventh and tied for ninth.

Additionally, the sponsors have been coming. Of a total of 23 hours weekly, 11¾ were sponsored during the week of Nov. 14. Also in the relatively short span in which the station has been operating, it boasts 29 accounts buying 50 spots weekly and eight participating advertisers.

If a station has an audience the next question is whether the viewers are buying. Here again, the reports are happy:

(A). Los Angeles Dodge Dealers Assn., according to John Weiser, Ruthrauff & Ryan vice president, has broken all sales records for comparable seasons, since its entry into television. Mr. Weiser also reports that dealers have even traced truck sales directly to TV.

(B). While Hoffman Radio Corp. has been in television previous to its sponsorship of the football games, Don Larson, advertising manager of the firm, is enthusiastic about the medium in general as well as KECA-TV. In fact he credits the sales power of TV with the fact that the company's production in September and October of 1949 was six times greater than during the comparable period in 1948.

(C). One participation on a KECA-TV shopping show known as *I'll Buy That* grossed 128 inquiries and netted 65 sales for a plastic rain shoe.

(D). On a variety show, *Campus To Campus*, preceding each of the Saturday afternoon football games, Eastern Columbia (department store) through Stodel Av. has offered a variety of merchandise. One offer of a gaucho shirt advertised only via television caused the store to re-order three times in 10 days.

(E). Evidence that wrestling telecasts attract a fair percentage of women viewers is seen in a mail pull. Women were asked to write in for free "Ladies' Nite" tickets; this drew 400 individual requests from women in addition to requests from men. This resulted from two mentions on one telecast.

For buyers of time, KECA-TV's rate card No. 1 covers Class A time from 7 p.m. to signoff, weekdays, and 12 noon to signoff Saturday and Sunday. Class B covers the 5 to 7 p.m. weekdays.

The basic Class A rates break down as follows: Hour, $500; half-hour, $300; quarter-hour, $200; one minute or less, $100. All Class B rates are 25% less than Class A.

* * *

PERSONNEL-wise, KECA-TV comes under the broad direction of Frank Samuels, ABC's youthful Western Division vice president. Giving more of his time directly to TV is Richard Moore, assistant general manager and director of television operations. Mr. Moore went out to the Coast in the spring of this year with Paul Mowrey, now network's head of television program sales, but then network head of TV operations. The two worked on many of the problems in connection with the launching of KGO-TV San Francisco and KECA-TV.

Following this chore, Mr. Mowrey returned to New York and Mr. Moore was named to his current post. Under the ABC policy of integration of AM and TV, many of the Western Division department heads have responsibilities on both sides. But the station does have some specific personnel who do nothing but television.

Among these are James Vandiveer, director of remotes, who has been credited with an outstanding job on the football games through his use of cameras. By using one camera on the field level viewers have been able to enjoy sideline activities not normally possible, and with another in the press box other features have been possible including a diagram of touchdown plays sketched on a blackboard and explained by Tom Harmon, play-by-play announcer.

Phil Booth, program director of the station shifted to the ABC outlet from KTLA (TV) Hollywood where he served in similar capacity for several years. Earlier he had worked for CBS television in New York in addition to work as a film cutter and editor in his native England.

Phil Caldwell, Western Division technical director, is a veteran in engineering matters being versed in the scientific side as well as sales, following many years with General Electric.

FEATURED speaker at the formal opening of WTTV (TV) Bloomington, Ind. [BROADCASTING, Nov. 21], Sen. Homer D. Capehart (center) is welcomed by WTTV owners, Mary and Sarkes Tarzian. Sen. Capehart (R-Ind.) together with other state and local officials dedicated the new TV outlet Nov. 11.

L. A. CHAMBER

Forms Video Divisi

ORGANIZATION of a televisio division of the Los Angeles Cha ber of Commerce was announc last week by Harold W. Wrig general manager of the grou Furthering its plan to "make Lo Angeles the television capitol" th C of C is increasing its effort through the new section to "stimu late trade and create more job through development of televisio and allied business fields."

Richard L. Bean, who has bee acting as assistant publicity d rector and secretary of the tel vision committee organized by th Chamber in July, has been tran ferred to the new division.

Film Report

RUSSELL HARRIS & WOOD Inc., 149 California St., San Francisco, preparing new package television show featuring Arthur Murray dancing lessons. Production to get underway immediately, package will be made available for national sponsorship. **Royce Russell**, president of agency, completed negotiations with **Arthur Murray** in New York for national rights to telecast lessons. Instructions will be presented by Murray experts under personal supervision of Mr. Murray. . . . **Cine-Tel**, Hollywood, has completed series of three one-minute films for **California National Guard**. . . . **Telepix Corp.**, Hollywood, has produced one-minute live-action film for **Hague & Thomas**, Los Angeles (DeSoto dealers). Agency: **Lilliard & Mattinson**, Glendale, Calif.

Canadian Broadcasting Corp. understood to be negotiating purchase of Montreal film studio with intention of producing TV films under its authority to build television stations. **Renaissance Films**, French-language group making short feature films, has been approached by CBC and sale is said to be in advanced stage. This studio would be first in Canada to make TV films, it is reported. Studios are planned for Toronto as well. . . . **Story-Ad Films**, Hollywood, producing series of 21 15-second singing commercials for national distribution.

WFIL-TV Philadelphia has obtained exclusive rights for showing of series of 13 motion picture classics in Philadelphia. Films, shown each Sunday at 3:15 p.m., began yesterday (Nov. 27). High-calibre group includes, "Dark Journey" with Vivien Leigh, "Major Barbara" with Rex Harrison and "Pygmalion" with Leslie Howard. . . . **United Videogram**, Minneapolis, has moved its production headquarters to Chicago. New address is First National Bank Bldg., telephone RAndolph 6-7940.

Clay Adams, manager RKO **Pathe**, 625 Madison Ave., New York, Commercial Film and Television Dept., has announced 18 one- and two-reel films in production. Three being made for **National Foundation of Infantile Paralysis**, six for **Civil Affairs Division** of the Army, two for **Watchmakers of Switzerland**, one each for **International Basic Economic Corp.**, **Texas Gas Transmission Corp.**, **National Selected Morticians**, **Lambert Pharmacal Co.**, and **Biow Agency** for **Pepsi Cola**. . . . **Caston Productions**, Los Angeles, currently preparing series of four one-minute live-action spots for **General Control Thermostat Co.**, Los Angeles. Firm recently completed four films for **Voit Rubber Corp.**, Los Angeles, and plans additional films for firm. Agency for both firms, **Hixson & Jorgensen Inc.**, Los Angeles.

Pathe Cine, New York, has announced super 16mm motion picture camera for television shooting. Camera weighing less than five pounds, has full frame focus permitting viewing through lens while shooting—feature regarded as important for video location work. Camera is priced under $400 and is tax free. Information can be obtained from **Robert E. Brockway**, president, 521 5th Ave., New York.

"The Lord's Prayer," TV station sign-off spot, has been completed by **Sherman Plan Inc.**, Washington. Pictorial background of scenes symbolic of this class invocation were filmed under supervision of **Ken Adams**, member of Royal Photographic Society and associate of National Photographic Society. Narration is done by **Allen Phillips**, former minister and now staff announcer for WOL Washington. . . . *The Show Must Go On*, featuring top show business figures, is being packaged by **TEEVEE Productions**, Hollywood. **Cay Forester** is mistress of ceremonies for half-hour variety show.

TV FILM & PRODUCTION SERVICES

V. S. BECKER PRODUCTIONS

Producers of Television, radio package shows and spot commercials

Representing Talent of Distinction

562 FIFTH AVE., NEW YORK

LUXEMBERG 2-1040

BRAY STUDIOS, INC.

EXTENSIVE LIBRARY OF

FILMS

(INCLUDING CARTOONS)

Available for television

SEND FOR CATALOGUE

729 SEVENTH AVE., NEW YORK, 19

Save Time! Low Cost — Save Money! High Powered

FILM COMMERCIALS

"Finest in Film Since 1937"

LABORATORY

FAST 72 HR. SERVICE!

WALNUT 1177

FILM ASSOCIATES, INC.

440 E. Schantz Ave. Dayton 9, Ohio

GRAY — O'REILLY

COMMERCIAL SPOTS

FOR TELEVISION

480 LEXINGTON AVE.

NEW YORK

PLAZA 3-1531

KISSINGER PRODUCTIONS

COMMERCIAL SPOTS

PACKAGE SHOWS

FOR

RADIO AND TELEVISION

1650 BROADWAY, NEW YORK

JUDSON 6-5572

OFFICIAL TELEVISION, INC.

SUBSIDIARY OF OFFICIAL FILMS, INC.

COMPLETE VIDEO

PROGRAM SERVICE

NEW SHOWS READY SOON.

CONTACT W. W. BLACK

25 WEST 45TH STREET,

NEW YORK 19, N. Y.

LU 2-1700

RKO PATHE, INC.

625 MADISON AVE.

NEW YORK, N. Y.

PLAZA 9-3600

SARRA, INC.

TELEVISION COMMERCIALS

MOTION PICTURES

SOUND SLIDE FILMS

NEW YORK - CHICAGO

HOLLYWOOD

SHERMAN PLAN, INC.

Consultants to Advertising Agencies and Advertisers on films for television

-PRODUCERS-

TV FILM PROGRAM DISTRIBUTORS

420 VICTOR BLDG. WASHINGTON, D. C.

-STERLING 0780-

TV STATION MANAGERS:

Several cities still open for "THE LORD'S PRAYER"—exclusive personalized TV sign-off spot. Write now for rates and availability!

TELEFILM, INC.

COMPLETE FILM PRODUCTION

SERVICES FOR

TV SPOTS-PROGRAMS

6039 HOLLYWOOD BLVD.

HOLLYWOOD 28, CALIF.

HOLLYWOOD 9-7205

TELESCRIPTIONS

ANIMATED TV SPOTS

20-SECOND AND 1 MINUTE

823 VICTOR BUILDING

WASHINGTON, D. C.

STERLING 4650

UNITED WORLD FILMS, INC.

A SUBSIDIARY OF UNIVERSAL PICTURES

37 YEARS' EXPERIENCE MAKING HIT MOVIES

WORLD'S TOP TECHNICAL AND CREATIVE TALENT!

UNSURPASSED FACILITIES FOR LIVE AND STOP MOTION PHOTOGRAPHY!

Sparkling film commercials, tailored to your cost needs. Complete film programs available; features, novelties, cities, sports, science

WRITE . . . WIRE . . . PHONE . . .

TELEVISION DEPARTMENT BT

1445 PARK AVENUE

NEW YORK 22, N. Y.

VIDEO VARIETIES CORP.

TELEVISION PROGRAM FILMS

TELEVISION COMMERCIALS

BUSINESS MOVIES

SLIDE FILMS

-FROM SCRIPT TO FINISHED PRINT

OWNERS AND OPERATORS OF WEST COAST SOUND STUDIOS

510 W. 57TH STREET, N. Y. C.

WITH EXPERIENCED MANPOWER AND COMPLETE FACILITIES

41 E. 50TH ST., NEW YORK

MURRAY HILL 8-1162

BROADCASTING - TELECASTING

FILM & PRODUCTION DIRECTORY

IS PRINTED THE LAST ISSUE OF EACH MONTH

GUARANTEED PAID CIRCULATION EXCEEDS 15,000

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
*Member AFCCE**

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. 1407 Pacific Ave.
Washington 4, D.C. Santa Cruz, Cal.
*Member AFCCE**

40 years of professional background
PAUL GODLEY CO.
Upper Montclair, N. J.
MOntclair 3-3000
Labs: Great Notch, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 5111
Washington 4, D. C.
*Member AFCCE**

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
*Member AFCCE**

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
*Member AFCCE**

GAUTNEY, RAY & PRICE
(successors to John Barron)
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

RAYMOND M. WILMOTTE
1469 CHURCH ST., N. W. DE. 1232
WASHINGTON 5, D. C.

JOHN J. KEEL
Warner Bldg., Wash., D. C.
National 6513

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
*Member AFCCE**

McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
*Member AFCCE**

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
*Member AFCCE**

ANDREW CORPORATION
CONSULTING RADIO ENGINEERS
363 E. 75th St. TRiangle 4400
CHICAGO 19, ILLINOIS

Dixie B. McKey & Assoc.
1820 Jefferson Place, N. W.
Washington 6, D. C.
REpublic 7236

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave. MI. 4151
DALLAS, TEXAS
1728 Wood St. Riverside 3611
*Member AFCCE**

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
*Member AFCCE**

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
*Member AFCCE**

KEAR & KENNEDY
1703 K ST., N. W. STERLING 7932
WASHINGTON, D. C.
*Member AFCCE**

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
*Member AFCCE**

H. V. ANDERSON
AND ASSOCIATES
Consulting Radio Engineers
134 Clarence St., Phone 7-277
Lake Charles, La.

William E. Benns, Jr.
& ASSOCIATES
3738 Kanawha St., N. W.
ORdway 8071
Washington, D. C.

Philip Merryman & Associates
- Heatherdell Road
- ARDSLEY, N. Y.
- Dobbs Ferry 3-2373

RADIO CONSULTANTS

GUY C. HUTCHESON
1100 W. ABRAM ST. PHONE 1218
ARLINGTON, TEXAS

NATHAN WILLIAMS
Allocation & Field Engineering
20 Algoma Blvd. Ph. Blackhawk 22
Oshkosh, Wisc.

A. R. Bitler
CONSULTING RADIO ENGINEERS
4125 Monroe Street
TOLEDO 6, OHIO
Telephones—Kingswood 7631, 9541

SILLIMAN & BARCLAY
SPECIALIZING IN ANTENNA PROBLEMS
1011 New Hampshire Ave. RE. 6646
Washington, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
820 13th St., N. W. EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Radio Engineering Consultant
EXecutive 5851 1833 M STREET, N. W.
EXecutive 1230 WASHINGTON 6, D. C.

LEE E. BAKER
Consulting Radio Engineer
826-28 Landers Bldg.—Ph. 3621
SPRINGFIELD, MISSOURI

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Executive offices: 40 East Ave.
Laboratory: 114 Northgate Rd.
Riverside, Ill. — Riverside 6652
(A Chicago suburb)

Ben Adler
TELEVISION FACILITIES ENGINEERS
15 Gedney Circle, White Plains, N. Y.
White Plains 8-3796
Shop and laboratory—720 Milton Rd.
Rye 7-1413 Rye, N. Y.

ROYAL V. HOWARD
1600 16th St., N. W., Wash., D. C.
NOrth 6600
Laurentien Hotel
Montreal, Que.

*Member AFCCE**

Telecasting
Insert
Pull Out for Filing

ACTIONS OF THE FCC

NOVEMBER 19 TO NOVEMBER 25

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours

STA-special temporary authorization CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

November 18 Applications . . .

ACCEPTED FOR FILING

AM—960 kc

WRFC Athens, Ga.—CP change from D to unl., using 500 w N and install DA-N.

AM—1500 kc

WJBK Detroit—CP change from 1490 kc 250 w unl. to 1500 kc 10 kw-N, 25 kw-D unl. DA-DN AMENDED to request 5 kw unl.

License for CP

WCLD Cleveland, Miss.—License to cover CP new AM station.

KSNY Snyder, Tex.—Same.

Modification of CP

WSAY Rochester, N. Y.—Mod. CP change power etc. for extension of completion date.

WWSW Pittsburgh—Same.

KNBH (TV) Los Angeles—Mod. CP new TV station for extension of completion date to 2-15-50.

WCON-TV Atlanta, Ga.—Same.

WLWC (TV) Columbus, Ohio—Same to 6-16-50.

TENDERED FOR FILING

Modification of CP

WABW Lawrence, Mass.—Mod. CP change trans. and studio site to Lowell, Mass., and change DA.

APPLICATION RETURNED

AM—1230 kc

Lincoln County Bcstrs. Inc., Libby, Mont.—RETURNED as incomplete application for new AM station 1230 kc 250 w unl.

November 21 Decisions . . .

ACTIONS ON MOTIONS

By Commr. Walker

Crescent Bay Bcstg. Co., Santa Monica, Calif.—Denied petition requesting dismissal without prejudice of its application. The petition is denied without prejudice to petitioner's filing within 45 days a petition requesting dismissal of its application with prejudice.

KWIK-FM Leslie S. Bowden, trustee in bankruptcy of estate of Burbank Bcstrs. Inc., Burbank, Calif.—Granted petition insofar as it requests dismissal without prejudice of applications for CP and for CP to replace expired permit.

FCC General Counsel—Granted petition requesting extension of time to file exceptions to initial decision in proceeding upon application of Shelby Bcstg. Co., Center, Tex.; time extended to Dec. 21.

KPAS Banning, Calif., and KREO Indio, Calif.—Granted petition for leave to amend application of KPAS to specify 1320 kc 1 kw DA-N unl. in lieu 1380 kc 500 w-N 1 kw-D DA-N unl.; to change name of applicant to William T. Smith d/b as Pass Bcstg. Co. and to show revised financial data; amendment accepted and application is removed from the hearing docket. It is further ordered that application of KREO is removed from hearing docket.

KCRO Englewood, Colo.—Ordered that place of hearing in matter of revocation of CP of KCRO be held Dec. 7 at Englewood, be changed to U. S. District Court Room, 2d Floor, Post Office Bldg., Denver, on Dec. 7.

(By Examiner Jack P. Blume)

Booth Radio Stations Inc., Grand Rapids, Mich.—Granted petition for continuance of hearing now scheduled 11-21-49 on its application and that of WKNX Saginaw, Mich.; hearing continued to Jan. 30, 1950, at Washington.

FCC General Counsel—Granted petition for extension of time from Nov. 21 to Dec. 21 to file proposed findings in proceeding on applications of WGBF Evansville, Ind. and WMRO Aurora, Ill.

Supreme Bcstg. Co. Inc., New Orleans—Granted petition requesting that its motion to take deposition, dated Oct. 20, be dismissed.

Radio St. Clair Inc., Marine City, Mich.—Referred to Commission petition for leave to amend application to specify 1 kw and use DA-D, and make other changes in engineering portions of applications, remove same from hearing, and grant application without hearing.

(By Examiner Hugh B. Hutchison)

WKBO Harrisburg, Pa.—Granted in part petition for continuance of hearing scheduled for Nov. 28; hearing continued to Jan. 12, 1950, at Washington.

(By Examiner Basil P. Cooper)

Lubbock County Bcstg. Co., Lubbock, Tex.—Granted petition for continuance of hearing in proceeding on applications of Lubbock County Bcstg. Co. et al scheduled Nov. 28, continued to Feb. 6, 1950, at Washington.

(By Examiner Leo Resnick)

KXLJ Helena, Mont.—Granted petition to accept late appearance in hearing on application for renewal of license.

November 22 Decisions . . .

BY THE SECRETARY

WNHC-TV New Haven, Conn.—Granted license for new commercial TV station.

WBIR Knoxville, Tenn.—Granted license install FM ant. alongside AM ant.

KWRO Coquille, Ore.—Granted assignment of license from partnership composed of two equal partners to newly formed KWRO Inc.

WTJH East Point, Ga.—Granted mod. CP to change type trans.

Minnesota Bcstg. Corp., Minneapolis—Granted license for new exp. TV relay KA-3571.

KOFO Ottawa, Kan.—Granted license for new standard station 1220 kc 250 w D.

WSDR Sterling, Ill.—Granted license for new standard station 1240 kc 100 w unl.

Following were granted mod. CPs for extension of completion dates as shown: WKTV Utica, N.Y., to 6-1-50; WHEN Syracuse, N. Y. to 6-12-50; WOAI-TV San Antonio, Tex., to 6-25-50; WSAZ-TV Huntington, W. Va., to 6-15-50; WFMJ Youngstown, Ohio, to 2-12-50; WSGW Saginaw, Mich., to 5-15-50; WLPM-FM Suffolk, Va., to 1-28-50; WOR-FM New York, to 2-28-50; WLYC Williamsport, Pa., to 1-7-50; WJIZ Hammond, Ind., to 12-16-49; WMFD-FM Wilmington, N. C., to 3-1-50; WFMJ-FM Youngstown, Ohio, to 2-1-50; WKBN-FM Youngstown, Ohio to 1-15-50; KSTP-FM St. Paul, Minn., to 6-1-50; WEST-FM Easton, Pa., to 6-15-50; KMJ-FM Fresno, Calif., to 4-30-50; KISW Seattle, Wash., to 1-1-50; WBGE-FM Atlanta, to 4-1-50; WIBG-FM Philadelphia, to 6-1-50; WLOK-FM Lima, Ohio, to 5-18-50; WOIC Washington, D. C., to 1-30-50; WTVN Columbus, Ohio, to 5-15-50; KOME Tulsa, Okla., to 3-9-50; WBIK Chicago, to 3-1-50; KXYZ-FM Houston, Tex., to 5-15-50; KECA-FM Los Angeles, to 5-30-50; KMBC-FM Kansas City, to 5-30-50; KDFC San Francisco, to 6-1-50; WDAE-FM Tampa, Fla., to 6-6-50; WRBL-FM Columbus, Ga., to 1-1-50.

WHSY Hattiesburg, Miss.—Granted license change frequency, etc.

WOHS Shelby, N. C.—Granted license install new trans.

KERN-FM Bakersfield, Calif.—Granted license new FM station Chan 231 (94.1 mc), 9.8 kw, 240 ft.

WASK Lafayette, Ind.—Granted mod. license change studio location.

WFAM Lafayette, Ind.—Granted mod. license to change studio location.

Pennsylvania Bcstg. Co., Area of Philadelphia—Granted mod. license KA-3062 to change frequencies of remote pickup to 153.11 mc.

KGW Portland, Ore.—Granted CP install General Electric trans. on 620 kc 1 kw for aux.

Pennsylvania Bcstg. Co., mobile, area of Philadelphia—Granted CP new remote pickup KA-4916.

The Master Bcstg. Corp., Area Rio Piedras, P. R.—Granted CP new remote pickup KA-4917.

WHAY New Britain, Conn.—Granted license new standard station 910 kc 5 kw unl. DA-2.

WPAT Paterson, N. J.—Granted mod. CP for extension of completion date to 12-16-49.

WERS Emerson College, Boston, Mass.—Granted license new noncommercial educational FM station Chan. 201 (88.1 mc) 10 w.

WGGH Marion, Ill.—Granted license new standard station 1150 kc 500 w D.

Columbia Bcstg. System Inc., Area of New York, N. Y.—Granted CP and license for new remote pickup KA-4883-7.

WTAR Radio Corp., Area Norfolk, Va.—Granted CP and license for new exp. TV station KA-4880.

WHAS Inc., Area Louisville, Ky.—Granted CP new TV relay KA-4884.

Scripps-Howard Radio Inc., Area Cincinnati, Ohio—Granted CP new exp. 8V relay KA-4883.

KLFY Lafayette, La.—Granted mod. CP for approval of ant. and trans. location, specify studio location and change type trans.

Lakewood Bcstg. Co., Dallas, Tex.—Granted petition for leave to amend application to change design of proposed DA pattern, reduce height of towers proposed and submit new engineering data pursuant to such changes.

WKZO - TV Kalamazoo, Mich. — Granted extension of completion date to April 24, 1950.

November 22 Applications . . .

ACCEPTED FOR FILING

SSA—730 kc

WPIT Pittsburgh—SSA to operate on 730 kc with 1 kw D, 250 w-N for period ending Nov. 1, 1949 AMENDED to specify Nov. 1, 1952.

Modification of CP

WPRA Mayaguez, P. R.—Mod. CP increase power etc. for extension of completion date.

KGNC-FM Amarillo, Tex.—Mod. CP new FM station to change ERP to 4.8 kw, ant. height to 270 ft. above average terrain.

Following new FM stations filed applications for mod. CPs to extend completion dates: WLIN-FM Merrill, Wis.; KTRB-FM Modesto, Calif.; KRON-FM San Francisco; WTOC-FM Savannah, Ga.; WMRI Marion, Ind.; WRCM New Orleans; WXHR Boston; WJZ-FM New York; WREV-FM Reidsville, N. C.; KOCY-FM Oklahoma City; KTUL-FM Tulsa, Okla.; WHAT-FM Philadelphia.

(Continued on page 72)

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Address inquiries to Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
155 W. 4th St., New York 14, N. Y.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

Commercial Radio Monitoring Co.
successor of
COMMERCIAL RADIO EQUPT. CO.
Monitoring Division
PRECISION FREQUENCY MEASUREMENTS
Engineer On Duty All Night Every Night
PHONE LOGAN 8821
Porter Bldg. Kansas City, Mo.

Negro Radio Promotional and Counseling Services
Engineering Advertising
Financial Administration
Media Brokers
Carter & Eubanks & Co.
6 E. Lake St., Chicago 1 (at State & Lake)
Phone: FRanklin 2-4344

* VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities. Use coupon below . . .

YOUR SERVICE

can be brought regularly to the attention of the 15,500 (paid) subscribers of BROADCASTING-TELECASTING, by simply indicating the number of insertions desired and mailing this coupon to:

BROADCASTING - TELECASTING • NAT'L. PRESS BLDG. • WASHINGTON, D. C.

Please reserve space in your Service Directory for:

☐ 1-time ☐ 26-times ☐ 52-times

Company .....

Address .....

Individual .....

RATES: 1-time-$20.—26-times-$15. ea.—52-times-$10. ea.

CROSLEY BUDGET

$2 Million Ad Outlay Set

THE Crosley Division of Avco Manufacturing Corp. is spending $2 million between Oct. 15 and Dec. 15 in radio advertising, magazines and newspapers, according to William A. Blees, vice president of Avco and Crosley's general sales manager.

This was revealed before a luncheon meeting of the Los Angeles Chamber of Commerce Nov. 18 when Mr. Blees was presented an award "for his imagination, daring and merchandising skill, which are making such a laudable contribution to American prosperity." The two-month budget, Mr. Blees stated, is in addition to $12 million to be spent in advertising next year. Spearheading the current promotion drive is a $2 million giveaway contest, he said.

AFRA Local Elects

CLARENCE LEISURE, KNBC (NBC) San Francisco veteran announcer, has been elected president of the San Francisco local of the American Federation of Radio Artists. Other officers elected for 1950 include: Bert Buzzini, KCBS (CBS) newscaster, first vice president; Jim Moore, KGO (ABC) announcer, second vice president; Bill Gavin, NBC singing star, treasurer, and Actor-Writer Ken Langley, recording secretary, all of San Francisco.

Promotion

WHITE, grey, black and green folder, with attached metal hem gauge "for easier measuring in sewing or knitting" is latest promotion of WIBW Topeka, Kan. Leaflet stresses all around advantages WIBW has to offer listener and timebuyers in what famed economist, Roger Babson, calls the "Magic Circle" of the Mid-West. Main legend is: "For Sales Magic in the 'Magic Circle,' Hire WIBW."

Fortune Smiles

SINGLE-page promotion sheet sent out by WCCO Minneapolis tells briefly story of Pillsbury Mills stockholders meeting which was aired by station recently. Tearsheet of page from *Fortune* magazine shows picture of meeting with WCCO microphone prominently displayed. Short commentary on tearsheet by station concludes, "Another first for . . . WCCO."

Mails Reprint

DIRECT mail promotion sent out by WOV New York is reprint from BROADCASTING issue of Nov. 7 of WOV ad playing up station's program, *Prairie Stars*.

Safety Campaign

KVEN Ventura, Calif, is helping death take a holiday in new safety promotion campaign being waged on Los Angeles-San Francisco highway. Station sends mobile units out to highway on weekends and holidays with announcer who shortwaves description of traffic, human-interest incidents and reports traffic law violators to highway patrolmen. Reprimands given to erring motorists when tracked down by patrolmen are in turn broadcast over station.

Dog Is Prize

PEDIGREED Great Dane puppy is first prize in sentence completion contest being conducted by Evanger's Kennel Foods, which sponsors *The Pet Shop* on WNBQ (TV) Chicago. Winners will be chosen after Dec. 16 for endings to sentence "I like Evenger's Kennel Food because. . . ." Other prizes are boxer puppy and 12-volume set of an encyclopedia.

Fans Express Interest

OVERWHELMING reaction to its football broadcasts has prompted KOA Denver to mail out post cards thanking fans for writing to express interest in Colorado U. games sponsored by Standard Oil Co. Signed by Bill Day, sports director, and Starr Yelland, sports anouncer, card expresses hope "you'll show your appreciation through patronage of your neighborhood Standard service." On left-hand side appears picture of Messrs. Yelland and Day during actual broadcast.

WCOP Mailings

MAKING promotional use of ABC Promotional Award recently presented station, WCOP Boston mailed piece describing presentation to full list of 2,000 local and national advertisers and advertising agencies. The Cowles outlet also mailed "Old Salt" postcard bearing announcement of an additional 11:05 p.m. weather forecast to 2,300 persons who had previously requested "Old Salt" weather chart. Other mailings: 1,000 letters to New England Opera Theatre Guild members hailing return of Met Opera broadcasts to WCOP; reminder to local Pontiac, Hudson, and Ford dealers that intensive announcement schedule had been purchased on their behalf.

Big Names

DIRECT mail promotion card showing pair of movers struggling with large sign entitled "Big Names" announces change of address for Keith Kerby Ltd., San Francisco, producer of "Celebrity Commercials." Rest of card tells story briefly: "We've moved to the Russ Bldg. New and larger quarters. Increase your spot billing with Celebrity Commercials."

Cites Set Sales

REPRINT of KSD-TV St. Louis advertisement in St. Louis *Post-Dispatch* is attached to new KSD-TV program schedule. Ad claims TV sales in KSD-TV area are zooming, with almost 60,000 families enjoying television.

'Most Entertaining'

FULL-PAGE advertisement, pointing up "the most entertaining schedule in radio history," has been circulated by KVOA Tucson, NBC outlet. Ad shows picture of Fibber McGee & Molly looking over galaxy of KVOA-NBC stars in Sept. 30 issue of *Life* magazine and says stars, "along with several hundred of America's most popular programs, make their home" on [illegible] and network. Bottom half of ad [illegible] select daily network schedule in [illegible] and white columns, and urges listen[illegible] to "hear each (show) and judge [illegible] yourself."

Shy Station

"DID you say *promotion*?" is the [illegible] of direct mail folder published [illegible] week by KJBS San Francisco. The [illegible] is repeated over entire cover of fold[illegible] surrounding picture of delighted w[illegible] kissing beaming husband. Underl[illegible] states: "We're bashful, yes! But y[illegible] must know this KJBS story." Inside six panels tell story of KJBS promotion through magazines, newspapers, taxicab cards, sound trucks, [illegible] trailers and air ads.

Personnel

DICK HARRIS, assistant promotion manager for WNAX Yankton, S. D., and former promotion manager for KELO Sioux Falls, S. D., becomes promotion manager for WNAX. He is succeeded as assistant promotion manager by **GUY DeVANY**, new to radio.

MONTEZ TJADEN joins KRMG Tulsa as promotion manager. She formerly was promotion and publicity manager at WEEK Peoria. KRMG, 50 kw ABC outlet, expects to be on air first of year.

JACK SNOW, writer in NBC's advertising and promotion department, New York, publishes his second volume of Oz books, called, *The Shaggy Man of Oz*, perpetuating children's series originated by L. Frank Baum.

DENVER POLL

Samples News Tastes

LITTLE objection to commercials in the news and a decided interest in favor of local items were registered in a recent survey of audience reaction to KLZ Denver newscasts made by Donald H. McCollum, U. of Denver graduate student, as a thesis toward his M. A. degree.

The station's policy in putting the first commercial at the opening of a 15-minute newscast or after the first story, and the second commercial preceding the weather forecast at the newscast's close, was favored by 53%. However, 12% dissented and suggested the first commercial always at the opening and the second at the very end. Of the total sampled, 27% asked for more local items, while only 4% felt there was too much news of this type. About one-third of each KLZ newscast is devoted to local and regional events.

Other facts uncovered by the survey: ⅔ listeners attach highest significance to newscasts' openings or lead stories; each respondent heard an average of 2.9 newscasts a day; good percentage thought 42% of newscast time alloted to national affairs all right but a fifth found 15% time alloted to foreign news content too much; one fourth objected to crime news as the specific news stories criticized, although a little over 6% of KLZ's total news output in the specified survey time was designated to such items.

WVAM ALTOONA CBS WARD JOHNSTOWN

FIRST In Industrial Rich Pennsylvania With America's Favorite Programs

Represented by Weed & Company

BUTLER CRITIC

Radio Lacks Originality, REC Is Told

THE "follow-the-leader" concept of programming is today one of radio's greatest evils, Ralph Starr Butler, advertising director for 17 years of General Foods Inc., New York, Nov. 17 told members of the Radio Executives Club of New York.

Mr. Butler was advertising manager for the Postum Co. from 1926 until 1929 when it became General Foods and he became vice president in charge of advertising. Addressing the regular REC luncheon at the New York Hotel Astor, Mr. Butler, now retired, recalled early days in radio when General Foods pioneered with sponsorship of *Showboat*, first commercial variety show, and later, Admiral Richard E. Byrd's 15-month expedition to Little America. The latter venture resulted in a 44% increase in Grape Nuts sales, and in those days, Mr. Butler said, "we used all our money—there was no such thing as extra budgeting for other media."

He expressed dismay at what he called radio's present lack of originality, scolded broadcasters for "following like sheep" the first successful giveaway show with "38 others, all dealing with the cupidity of the listening audience."

He urged broadcasters to make every attempt to experiment with new ideas, opportunity for which he admitted is scarcer these days than 20 years ago. He warned them that should they continue following one another's patterns, "we'll see the continuation of declining results in relation to costs . . . and radio will approach the twilight of its day."

He closed with similar warnings to those venturing into television, pointing out that video broadcasters have the same pioneering opportunities today that radio had 28 years ago.

Charles R. Denny, NBC executive vice president, presented the 1949 Junior Achievement Award to William Lindsley, president of the Junior Broadcasters Radio Co., Peoria, Ill. Junior Achievements Inc. is a group of 837 youth-owned-and-operated companies, backed by American business leaders in 61 cities.

Young Mr. Lindsley's company organized a radio program *Skip Teen Spotlight*, a weekly show for which the 19 members of the company sold time, wrote commercials, produced and aired the finished product. Fred C. Mueller, general manager of NBC affiliate WEEK Peoria, which carried the show on paid time, guided the youth company which, after paying corporate stockholders, expenses and taxes showed a net profit of 10%. Young Mr. Lindsley, accepting the award, spoke briefly of the junior firm's experience.

O'DWYER TALKS

Plans N. Y. Radio Coverage

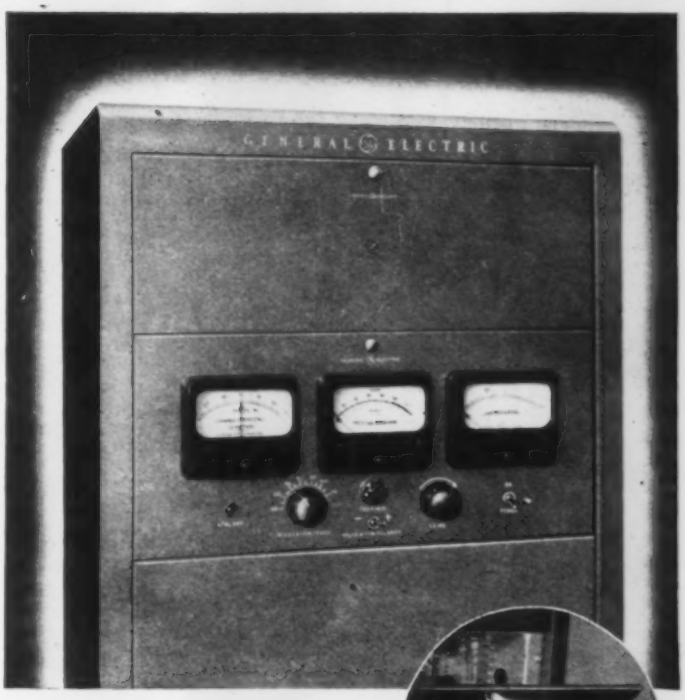
OFFERS to carry talks by New York Mayor William O'Dwyer, if WNYC New York, city-owned station, will feed it to them, have been made to Seymour N. Seigal, city's director of radio communications, by heads of networks operating outlets in Manhattan.

It was learned by BROADCASTING that Mr. Seigal was approached Nov. 16 at a UN luncheon with offers of "better coverage" by Frank Stanton, CBS president; Niles Trammell, NBC board chairman; Mark Woods, ABC president; Edward Noble, ABC board chairman, and Theodore C. Streibert, WOR New York president.

The mayor plans to speak once a month because he feels that most of New York's newspapers have misquoted him and distorted facts. He hopes to reach the people by radio to alleviate the alleged misrepresentations. In a pattern initiated by the former mayor, the late Fiorello LaGuardia, Mr. O'Dwyer's talks will be scheduled for possibly the first week in each month.

It was thought by the station that talks will probably be tape-recorded in advance for Sunday airings, and will start after the first of the year.

ELECTION night coverage on WCBS New York is discussed by G. Richard Swift (r), WCBS general manager with Charles Bradley (c) and James S. Bealle of BBDO, agency for Schaeffer Beer, which sponsored the coverage on the New York station.



TYPE BM-3-A. Compact, rack-mounted. Operating controls on front panel. Components readily accessible from rear of cabinet. Permanently attached, hinged front panels serve as shelves when they are open.

GE AM STATION MONITOR

One, Easy-access Unit Handles All Your Monitoring Needs!

Here—in one package—is all the monitoring equipment needed for your system. The General Electric AM Station Monitor gives you carrier-frequency monitoring, modulation monitoring,

Plus—High-quality audio output suitable for proof-of-performance measurements and station monitoring. Hinged panel construction assures quick access to all components.

MAIL COUPON FOR FREE BULLETIN

General Electric Company
Electronics Park, Building 1, Room 1
Syracuse, New York

Please send me bulletin with specifications and prices on the General Electric AM Station Monitor.

NAME.....

ADDRESS.....STATION.....

CITY.....STATE.....

GENERAL ELECTRIC

KPRC
Top station in HOUSTON
IN BMB
First IN HOOPER
IN THE SOUTH'S FIRST MARKET

To sell Houston and the great Gulf Coast area
Buy KPRC
FIRST in Everything that Counts!

KPRC
HOUSTON
950 KILOCYCLES - 5000 WATTS
NBC and TQN on the Gulf Coast
Jack Harris, Gen. Mgr.
Represented Nationally by Edward Petry & Co.

Commercial

RALPH SAWYERS, former commercial manager of KYW Philadelphia, returns to industry as account executive for WMBM Miami Beach, Fla., after serving as radiotelegraph officer on merchant ships and in the Navy.

PETER THOMAS, former KJR Seattle announcer, is now commercial manager for KENI Anchorage, Alaska.

DEAN SHAFFNER, with Biow Co. as radio and television research director for past five years, joins sales presentations department of ABC as writer. Previously he had been with C. E. Hooper Inc. and Crossley Inc.

ADAM J. YOUNG Jr. Inc., New York, appointed national representative for KLEE Houston. Firm has been representing KLEE-TV Houston since January of this year.

WAYNE KEARL, news editor of KSL Salt Lake City for past three years, named account executive for KSL-AM-TV,

ROBERT B. DONOVAN, former sales promotion manager of WNAX Yankton, S. D., and before that assistant promotion manager for WLS Chicago, joins sales department of WNAX.

MELCHOR GUZMAN Co., New York, appointed U.S. and Canadian representative by YSU-YSUA, Radio Mil Cincuenta, San Salvador, El Salvador. Appointment is effective Jan. 1, 1950.

JACK ENGLAND, formerly with Armed Forces Radio Service in Munich, joins KONP Port Angeles, Wash., as time salesman and announcer. Effective Dec. 15, when he finishes his studies at U. of Washington, he will become fulltime staff member of KONP.

JIM WILLIS and **ARDELL GARRETSON,** of sales staff of WKY Oklahoma City, join sales force of WKY-TV.

ALFRED W. NICHOLAS, former assistant manager of the general accounting officer of Triangle Publications Inc., joins WFIL Philadelphia staff as office manager.

KVI Seattle moves its Tacoma offices to Winthrop Hotel.

WNBC Food Drive

WNBC New York for the third successive year set aside Thanksgiving Day for an all-day appeal for CARE by every local program and personality, Thomas B. McFadden, station manager, announced. Theme for the day was that America's plenty should be shared with Europe. Listeners were urged to pledge contributions by phone or to send checks to a special post office box number set up for the WNBC drive. Last year, listeners contributed enough to ship 11 tons of food while the year before the appeal yielded seven tons.

WWBZ PROPOSAL

Zoog Cleared of Complaint

PROPOSED decisions have been announced by FCC to grant WWBZ Vineland, N. J., switch to fulltime operation with 1 kw on 1360 kc, directional night, and to grant new station at Pleasantville, N. J., on 1400 kw with 250 w fulltime to Pioneer Broadcasters Inc. Seaside Broadcasting Co., seeking same 1400 kc assignment at Atlantic City, received proposed denial.

In both cases the Commission cleared A. Harry Zoog, part owner of WWBZ and former part owner and officer of Pioneer Broadcasters, of complaint filed by Rev. Percy B. Crawford of Philadelphia, conductor of *Young People's Church of the Air*, religious program aired on a number of stations.

The Commission originally had approved the applicant's request to grant the WWBZ application without hearing, but the bid was redesignated for hearing after complaint by Rev. Crawford had been filed in effect charging Mr. Zoog with misappropriation of funds.

FCC preferred Pioneer's application over that of Seaside on the basis of Sec. 307(b) of the Communications Act requiring equitable and efficient distribution of radio services. The decision concluded Pleasantville should receive its first AM outlet rather than add an additional station to Atlantic City, now with three stations.

The decisions explained that Zoog Advertising Agency, owned by Mr. Zoog, had been retained by Rev. Crawford to place the *Young People's Church of the Air* and pay the various stations for the time. The decision showed that Rev. Crawford solicited funds on this program and that from 1944 to 1946 some $443,000 was spent on radio time. Rev. Crawford charged that he had forwarded this amount to Mr. Zoog but that the latter failed to disburse about $17,000 to the stations, FCC indicated. However, Mr. Zoog counter-charged that Rev. Crawford owed him some $35,000 in agency commission rebates which funds were to be used to build a station to be jointly owned by Mr. Zoog and Rev. Crawford.

FCC concluded that the charges against Mr. Zoog "have not been sustained. It is apparent that there is here involved a private controversy which the Commission would not be disposed to adjudicate or attempt to settle." The WWBZ decision continued, "According to on the basis of the evidence adduced in the further hearing... and in the absence of an official report of a court of competent jurisdiction evidencing a conviction of Zoog for the unlawful conversion of funds, as charged herein by Reverend Crawford, the Commission does not find A. Harry Zoog unqualified. . . ."

NABET Pay Talks

NABET began reopening wage negotiations Nov. 18 with RCA Victor Div. for more than 100 recording engineers and operators at RCA Victor recording studios in New York. The day before NABET began negotiations with Muzak Corp. for its recording engineers.

News

MAX ROBY, assistant news editor for KSL Salt Lake City, and before that news editor of KFBI Wichita, Kans., appointed news editor for KSL.

SHEELAH CARTER, formerly commentator on Mutual and ABC, begins seven-day-a-week news and commentary program on KJR Seattle.

CHET RANDOLPH, farm director of KGLO Mason City, Iowa, will narrate NBC-TV telecasts from International Livestock Exhibition in Chicago.

Dr. E. W. ZIEBARTH, news analyst for WCCO Minneapolis, included in 1950 edition of *Who's Who in the Midwest.*

DICK JOY, CBS Hollywood newscaster, is recovering following recent emergency appendectomy.

FRANK SANDERS, newscaster and news editor of KFGO Fargo, N. D. is the father of twin daughters, Jill and Jean.

THIS IS KGW's BANNER YEAR
KGW
KGW-FM
PORTLAND, OREGON
AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Just Can't Wait

EDITOR, BROADCASTING:

. . . BROADCASTING is even more indispensable to me in this job than it was in my previous berths at Young & Rubicam and NBC. I put everything aside when it comes in, and many a week I sneak across the street to get an advance look at the first proof copy airmailed to your local office. . . .

Robert J. McAndrews
Southern California Broadcasters Assn.
Hollywood

* * *

Headline Sequel

EDITOR, BROADCASTING:

The headlines in the attached clipping from the *New York Herald-Tribune* (Nov. 17) make an interesting comparison as to how two media think—

"*BMB Dissolution Proposed*"

"ANPA PUSHES RESEARCH"

Frank Kemp
Compton Advertising Inc.
New York

[EDITOR'S NOTE: Mr. Kemp certainly has a point. But as is usually the case, the headline doesn't tell the whole story. The NAB board did propose BMB dissolution, but it also proposed a successor organization along the lines of Broadcast Music Inc. (which this journal has espoused). We bring to Mr. Kemp's attention, the following headline in the Nov. 21 issue of BROADCASTING:
"BMB BOARD FAVORS NAB CORPORATION PLAN."]

* * *

P. I.'s Free Gadgets

EDITOR, BROADCASTING:

. . . We have another way to make something out of P. I. deals we thought you might like to know about. We always open and read the P. I. deal letters, then answer them with a "request for a free sample," then throw away the letter.

We have more *free* gadgets and toys around the office! ! ! !

Here's hoping the legit radio managers will stick behind the established rate cards and principles of radio. Here's hoping enough of them will do so to run the free time P. I. "agencies" out of business.

P. B. Hinman
Station Manager
WROX Clarksdale, Miss.

* * *

Christmas at Christmas

EDITOR, BROADCASTING:

Bob Mason's recent letter in your OPEN MIKE department, brings up what I consider to be a very sore subject, and points out a glaring fault of which the broadcasting industry in general is guilty. There is no question in my mind, and I think most broadcasters will agree, that with the air being filled with Christmas music from Thanksgiving on, and even before, Christmas Eve which is a highly sacred day in our nation, and Christmas Day itself, are purely anti-climax. It makes me a little ill to hear "Silent Night" and "Adeste Fidelis" sandwiched between a football game and a football score summary on a bright afternoon of about Nov. 5. . . .

We have established a policy at our station in which no Christmas music is played at all until 4 p.m. on the afternoon of Dec. 24. We have resisted successfully the requests of clients that Christmas music be a part of their programs almost from the first of November, but once our stand is explained they are in hearty agreement.

Dave Baylor
V. P. and Gen. Mgr.
WJMO Cleveland, Ohio

Cites WTNS Job

EDITOR, BROADCASTING:

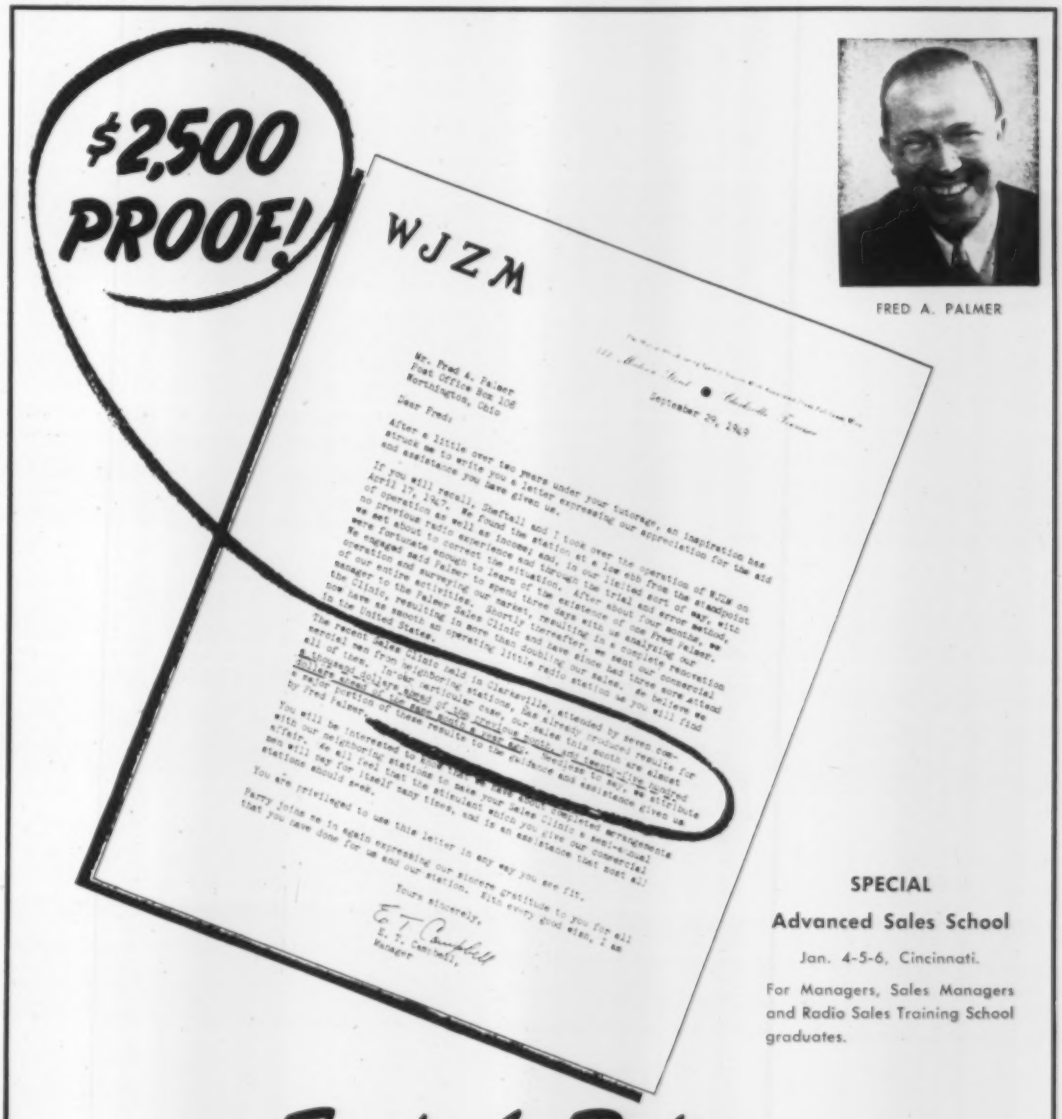
Why is Mr. Adams of KTBB Tyler, Tex., tooting his horn about sustaining announcements advertising a commercial venture such as a county fair? [OPEN MIKE, Oct. 31].

Either WTNS is overly progressive or the rest are too docile in their dollar approach to radio.

Last year, WTNS not only broadcast our entire afternoon schedule from the fair grounds, we moved our studios out and did the fair completely; races, cattle, 4H Midway, news, sports and platter shows—that was last year, boys—and it was all paid for—plus 200 spots aired before the fair ever started. The same this year—with increased revenue!

Just to put the cap on what you

(Continued on page 55)


$2,500 PROOF!
WJZM
Mr. Fred A. Palmer
Post Office Box 108
Worthington, Ohio
September 29, 1949
Dear Fred:
After a little over two years under your tutorage, an inspiration has struck me to write you a letter expressing our appreciation for the aid and assistance you have given us.
If you will recall, Sheffield and I took over the operation of WJZM on April 17, 1947. We found the station at a low ebb from the standpoint of operation as well as income, and during the trial and error method of operation and assistance you have given us, we soon found Fred Palmer. We were about ready to throw in the sponge and quit, but through the aid and assistance you have given us, we soon found Fred Palmer.
No engaged said Palmer to spend three days with us analyzing our operation and suggesting our manner, and after one of your commercial manager to the Palmer Sales Clinic and leave about two weeks thereafter, we sent our

RCA TUBES ... the standard of comparison

RCA Power Tubes, such as the famous 833-A, are noted for their Long Service Life in AM Transmitters

● RCA tubes for all types of broadcast service are available from your local RCA Tube Distributor or directly from RCA.

The Fountainhead of Modern Tube Development is RCA

TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

Production

TODD BRANSON named program director of WWCA Gary, Ind., which is scheduled to take the air early in December. He also worked as program director at KENT Shreveport, La., and WSDR Sterling-Dixon, Ill. He was announcer, m.c. and disc jockey at WPEN Philadelphia, KMBC Kansas City, WTOD Toledo and WJW Cleveland.

KEN MARVIN, formerly with WAAF Chicago and WJR and WXYZ Detroit, joins announcing staff of WOR New York. He recently completed an engagement with Victor Borge at Persian Room of Hotel Plaza in New York. During the war, he was with American Forces Network.

Mr. Marvin

HELEN SHERRIT, recently with Young & Rubicam Inc., New York, working with *We, The People* radio show, joins WINS New York as assistant to continuity editor, DOROTHY ADEN. Miss Sherrit replaces GRACE WHITING, who becomes traffic manager of station.

EON CUISENBERRY joins the continuity department of WKY-TV Oklahoma City. He formerly was with same department at WKY.

JOHN GOETZ, formerly stage manager of CBS-TV *Ed Wynn Show*, named associate director of show. RALPH NORMAN succeeds him as stage manager.

HARRY LONG joins KVI Seattle as program director, replacing LARRY HUESBY, resigned.

LOUIS M. HEYWARD, formerly script editor of Associated Press Radio Productions, joins WMGM New York as writer-director. He has written for such radio and TV shows as *Claudia, Harvest of Stars, Make Mine Music*, and others.

JIM MALONEY, staff member of KGGM Albuquerque, N. M., takes leave of absence to return to his law studies at Catholic U., Washington.

MILDRED BAILEY, women's commentator for WCOP Boston, adds new show to station's schedule, *Keynotes by Bailey*, for which she plays piano.

JOSEPH TERY, production manager of WINS New York, resigns to join WFLN (FM) Philadelphia, effective Dec. 1, as head of music department. His successor at WINS has not yet been named.

PHIL PATTON, producer of *Super Circus* on ABC-TV, joins WENR-TV (ABC) Chicago as executive producer in program department.

JANET ROSS, director of KDKA Pittsburgh *Shopping Circle*, elected regional director of Pittsburgh Branch of Fashions Group Inc.

MARY ASHWORTH and DAVE BALLENTINE, singing duo, join WBZ-TV Boston as part of cast of *Pos... Star Time*.

EARL WELDE, former staff announcer of WLEC Sandusky, Oh... appointed program director of WF... Fostoria, Ohio.

RUTH WELLES, women's commentator for KYW Philadelphia, awarded medal of honor and cash prize by Freedoms Foundation for submitting cookie cutter in shape of foundation's credo emblem.

LOIS DOW McLAUGHLIN, under pseudonym of Peggy Towne, joins WFIL-TV Philadelphia as feature of weekly, *Towne Topics With Peggy*, Wednesday at 7:35 p.m.

ROBERT FLECKLES, recent A.B. graduate of Rutgers U., joins WMGM New York as assistant night manager.

BLANCHE FOREMAN, formerly traffic manager of KHJ Los Angeles, joins KTTV (TV) same city as program manager. She replaces ALBERTA HACKETT, recently appointed assistant program director.

NANCY CRAIG, ABC's women's service commentator, left recently for 12-day visit to four Scandinavian countries and Iceland as part of delegation covering women's angle in Scandinavian life.

RATE POLICY

WWPG Cuts To Lift Sales

SUBSTANTIAL rate reductions intended to stimulate new business have been announced by WWPG Palm Beach, Fla.

The station, which claims dominance in its area in mornings and afternoons and next-to-best ranking in evenings, according to Conlan surveys, has advised agencies and advertisers of its rate cuts through its national representative, John H. Perry Assoc.

Examples of old and new rates for five announcements per week in Class A time were given as follows:

	13 Weeks	26 Weeks	52 Weeks
Old Rate	$342	$936	$1,716
New Rate	$247	$689	$1,300

According to a letter circulated by the representative firm, the management of WWPG "is fully aware of the highly competitive struggle among all media and feels that this revision in WWPG's rate card will greatly increase the purchasing power of your advertising dollar."

FOR INCREASED SPOT BILLINGS
contact
JOSEPH HERSHEY McGILLVRA, INC.
366 Madison Avenue, New York
Murray Hill 2-8755

Open Mike

(Continued from page 53)

can do, with the right approach, I got the station named as "publicity director" for all advertising by the board. Of course, the outcome was obvious—and just to prove that radio does nicely, thank you—both fairs broke all previous records!

Boys, leave us not sell radio short. . . .

John R. Terry
WTNS Coshocton, Ohio

* * *

KECC Thanks Helpers

EDITOR, BROADCASTING:

. . . On Monday, Oct. 31, our technical data needed to file application for program test authority reached the offices of McIntosh & Inglis, having been delayed in the mail. Their staff worked over-time to put the data in shape for filing, only to be faced with the November fire and explosion in the FCC offices.

In the meantime, we had . . . announced our official sign-on for Nov. 5. . . . The fire and explosion upset FCC routines for two or three days, but despite this, some unsung hero on the Commission roster took time to process our data, and get our program test authorization cleared.

Simultaneously, we were set to undergo field inspection. A request for extension of permission to test . . . did not arrive in time for the field inspector to make necessary measurements. . . .

. . . We began having troubles with our 936 mc studio-transmitter link. . . . John Elwood, general manager of KNBC in San Francisco, and Andrew Peck, chief engineer of KNBC, answered our plea for help with the loan of NBC relay equipment which operated in the frequencies for which our emergency equipment was authorized. . . .

. . . We had our share of knocks, but our reasons for going into such detail is to give deserved public credit to the FCC, to NBC, and to the individuals who went so far out of their way to extend us a helping hand. . . . To all of them, we say, Thanks a million—because of their help, we got on the air as scheduled, and are now plugging merrily along. . . .

Mel D. Marshall
General Manager
KECC Pittsburg, Calif.

[EDITOR'S NOTE: Details of KNBC's assist to KECC can be found in the Nov. 14 issue of BROADCASTING.]

* * *

'Bread 'n' Butter'

EDITOR, BROADCASTING:

. . . I make a living as a radio newsman. My bread and butter depends on the public's awareness of radio news as an important part of daily habit.

Why must net and local shows repeatedly use quotes in non-news segments, like drama, giveaways, or chatter shows? "I see by the morning paper, so and so's done such and such." And words like that from the mouths of men who make a living in *radio*. Doesn't the Big Brass *care*?

Look. If it's a big story, or interesting enough to warrant comment on a non-news show, it's a solid bet it was heard on radio, before it was *seen* in the paper.

Let's substitute "heard it on the news this morning," for "saw it in the paper." Or at least give radio newsmen an even break, by recognizing there is such a thing as radio news. . . .

John Munger
News Director
WIKY Evansville, Ind.

* * *

Name Is Scheier

EDITOR, BROADCASTING:

. . . You have carried . . . my name spelled CHEIER. The name . . . is SCHEIER.

I have been getting wires and letters, which are somewhat delayed due to having to look me up. . . .

At this same writing I should like to . . . state how much I have depended upon and enjoyed reading every issue of BROADCASTING for the past eight years, or more.

Joel H. Scheier
Plattsburg, N. Y.

FCC HEARING

Facsimile Requirement Added

FCC'S SCHEDULED Dec. 12 hearing on multiplex facsimile has been expanded to include a requirement that participants file abstracts of any patent applications they have pending with respect to multiplex facsimile inventions.

The abstracts, FCC said, must be filed by Dec. 5 and be accompanied by an authorization empowering FCC Acting Chief Engineer John A. Willoughby or his nominee to inspect the pending applications. In calling the hearing last August, FCC had specified that participants must disclose any actual patents they own or have the right to sublicense in this field [BROADCASTING, Aug. 29].

LOWDOWN on Heinz' *Ozzie & Harriet* Friday night program, marking the company's re-entrance to radio, is given Heinz salesmen at a closed circuit session held in WFMJ Youngstown studios. Report on WFMJ promotion is handed B. H. Anderson (l), Youngstown district manager of Heinz Co., by Len Nasman, of WFMJ. The letter briefed the salesmen on the value of radio advertising and what it could do for Heinz or other clients. Then a transcription was made with each of the 35 salesmen giving his opinion of the *Ozzie & Harriet* program. Recording was sent to H. J. Heinz II, president of the company, to show what the feeling is among the men out in the field selling the sponsor's products.

SPECIAL audience with Archbishop Francis Cardinal Spellman granted to Gene Pope Jr., vice president and general manager of WHOM New York, in which Cardinal expressed his appreciation for station's dramatic series *Ten Commandments*.

Upcoming

NAB DISTRICT MEETINGS

Nov. 28-29: Dist. 16, Paradise Inn, Phoenix.
Dec. 1-2: Dist. 15, Mark Hopkins, San Francisco.
Dec. 5-6: Dist. 14, Utah, Salt Lake City.
Dec. 14-15: Dist. 17, Benson, Portland, Ore.

* * *

Dec. 5-6: CBC Board of Governors, Ottawa.
Dec. 6: Pye Ltd. Demonstration, Park Sheraton, New York.
Dec. 9-10: Southwestern Institute of Radio Engineers second meeting, Baker Hotel, Dallas.

CLEAR CHANNEL

Grange Adopts Resolution

ENDORSEMENT of clear channel station operation was expressed by the California State Grange in its annual meeting at Sacramento, Calif., Nov. 18 and a resolution was adopted urging the U. S. delegation at the North American Regional Broadcasting Agreement negotiations in Montreal to prohibit duplication on U. S. clears.

The grange resolution also reiterated "its previous position that there be no further breakdown in the number of clear channel radio stations. We oppose any legislative measure that would limit in any way the ability of clear channel stations to serve rural people." The resolution also requested FCC "to allow clear channel radio stations sufficient power to serve adequately rural areas. . . ."

GOOD SKATE

DULUTH, MINN.—"I've got the listeners on ice in the Duluth-Superior Market," reports Otto Mattick, racing along on his slidular tubomatics. "The bulk of the audience is KDAL's. But I'm still keeping my nose to the grindstone until I've got the rest of it cold." Of course, that's the reason for KDAL dominance in this prosperous market—continuing programming and promotional effort. And that's exactly the reason for KDAL's sell ability hereabouts. Try us and see.

Avery-Knodel will be glad to show you the Hoopers that Otto Mattick's talking about. And to help you set up an early schedule on KDAL.

RURAL PROGRAMMING *NARFD Hear Experts*

TWO HUNDRED broadcasters, agriculturists and educators heard experts talk of rural AM and TV programming and production at the sixth annual meeting of the National Assn. of Radio Farm Directors in Chicago Saturday and Sunday (yesterday).

The opening session at luncheon Saturday featured an address on "The Economic Outlook of Agriculture in 1950" by True D. Morse, president of Doane Agricultural Service, St. Louis. He was introduced by NAFD President Wallace Kadderly of KGW Portland. A cotton fashion parade given by the National Cotton Council was arranged for by Sam Schneider of KVOO Tulsa, program chairman for that session.

TV, and its practical applications for RFD's, was outlined Saturday afternoon by Mal Hansen of WOW Omaha and his committee, who reported on local video projects and problems. They were Bill Givens, WGY Schenectady; Amos Kirby, WCAU Philadelphia; Tom Page, WNBC New York, and Maynard Speece, representative of the U. S. Dept. of Agriculture. A general discussion for all attendance was followed by a reception, at which members of the Citizens Committee for the Hoover Report were hosts.

Buffet supper preceded a discussion of "Farm Programs for Advertisers" by Maurice B. Mitchell, director of NAB's Broadcast Advertising Bureau.

Sunday breakfast preceded the annual NARFD business meeting, when committee reports were given by the following:

Phil Alampi, WJZ New York, secretary-treasurer; Herb Plambeck, WHO Des Moines, historian; Mr. Hansen, membership committee; Edd Lemons, Oklahoma A&M College, RFD—extension service relations; Charles Worcester, WMT Cedar Rapids, professional guidance; Chris Mack, WNAX Yankton, S. D., awards; Jack Jackson, KCMO Kansas City, U. S. Dept. of Agriculture radio service; Al Bond, Washington State College, yearbook; Larry Haeg, WCCO Minneapolis, resolutions; Homer Martz of KDKA Pittsburgh, Roy Battles of WLW Cincinnati, Chris Mack and Murray Cox of WFAA Dallas, Arnold Ebert of KOAC Corvallis, Ore., and Henry Schacht of KNBC San Francisco, regional chairmen; John McDonald, WSM Nashville, regional set-ups, and Sam Schneider, *RFD Chats*.

Also see story on Farm Safety Awards, page 20

Mr. Battles of WLW yesterday (Sunday) afternoon moderated a panel on how to sell farm programs. He introduced the discussionists, Joseph G. Bumgarner, agricultural account executive for E. H. Brown Advertising, Chicago; Lew Van Nostrand, commercial manager, WMT Cedar Rapids; Lowell Watts of KLZ Denver, and Andlee Olson of the DeKalb, Ill., Agricultural Assn.

Second panel of the afternoon was headed by Mr. Worcester of WMT, who directed discussion on "Servicing the Farm Program and Keeping It Sold." With him were Charles N. Karr, sales promotion manager of the Allis-Chalmers Manufacturing Co. Tractor Division, Milwaukee; Ross Wallace, Wallace Advertising Agency, Des Moines; Don Sullivan, commercial manager, WNAX Yankton, and John C. Drake, sales promotion and publicity director of WLS Chicago. Mr. Schneider of KVOO summed up the general discussion.

A cocktail party and the annual NARFD banquet concluded the two-day session. Mr. Haeg of WCCO, first NARFD president, was toastmaster. Art Page of WLS presided, and George German of WNAX gave the invocation. Guest speaker was Dr. Kenneth McFarland, superintendent of public schools in Topeka, Kan.

After the banquet, awards were presented to men who have been active as radio farm directors for 10 and 20 years. They include: 20 years—Art Page, WLS; John Merrifield, WWJ Detroit, Wallace Kadderly, KGW; George C. Kister KMMJ Grand Island, Neb.; Bill McDonald, KFAB Omaha; Ken Gapen, U. S. Dept. of Agriculture, and Charles Stookey, KXOK St. Louis; 10 years—Herb Plambeck, WHO; Edd Lemons, Oklahoma A & M; Jim Chapman, WTAM Cleveland; Harry Campbell, WBBM Chicago; Sam Schneider, KVOO Tulsa; Charles Worcester, WMT, and Glenn C. Lorang, KHQ Spokane, Wash.

Other former officers of NARFD are Gordon Louden, Agricultural Extension Service, Louisiana State U., vice president, and Phil Alampi, WJZ New York, secretary-treasurer. Paul Visser of WMAQ-NBC Chicago, was in charge of programs.

MORE STORES
Sponsor Credits ABC Show

CREDITING his local 15-minute sponsorship of ABC's *Breakfast in Hollywood* on KFDX Wichita Falls, Tex., with making possible the opening of his second store, E. L. Head, president of Head Bros. Furniture Co. in that city has undertaken sponsorship of another 15-minutes of the program.

Back in October 1948, KFDX had told Mr. Head that within six months after starting sponsorship of the cooperative program, he'd have to buy a bigger store. What he actually did, he said a year later, was "hire extra salesmen."

However, he wrote to Sidney A. Grayson, station's commercial manager, "Just one year later, I not only enlarged my present store, but I opened a second store. If I felt that just 15 minutes of (the program) could support one store, I can now sponsor the whole half hour for my two stores . . .

CANADA RADIO PROBE
Sedgwick Testifies for Private Broadcasters

PROPOSAL that the Canadian Broadcasting Corp. devote itself to a non-commercial program service and relinquish sponsored programs to privately-owned stations—completely free from CBC control—was urged Nov. 18 by Harry Sedgwick, president of CFRB Toronto. He appeared before the Canadian Royal Commission on National Development in the Arts, Letters and Sciences.

Mr. Sedgwick is one of a number of private broadcasters invited to testify before the commission, which is investigating the present status of broadcasting in Canada and will make recommendations to the government concerning the future course of radio activities in that country.

His testimony supplemented that presented earlier by the Canadian Assn. of Broadcasters. Robert Burton, BMI vice president, also appeared before the commission.

In a supporting brief, Mr. Sedgwick noted that "there is after all a certain indignity in the spectacle of a crown corporation devoting its time and talents to the business of selling cigarettes, breakfast foods and soaps, no matter how desirable these products may be. Such activities should be confined to the purely commercial radio stations. . . ."

Suggesting that the collection of license fees from set-owners "has outlived its usefulness," Mr. Sedgwick recommended that "CBS should be assured of sufficient funds to adequately operate a public service network covering all of Canada and that the money . . . should be provided by a firm grant on a long term basis. . . .

"Private commercial stations," he stated, "should be given guaranteed continuity of their license during good behavior in order to permit them also to plan for a long term future. They should also be given complete freedom to organize and service their own regional, provincial or national network or networks, being obliged to compete for audience but not for revenue with the state owned system."

Christmas Spirit Comes Early Here—Santa Reports

When old Santa dropped in at 1230 Washington Boulevard in October, he found a busy crew already at work, for Christmas has come to be one of the year's busiest times at WLS.

The Christmas Neighbors' Club starts it, as plans are laid for the annual campaign in which listeners send in their contributions (all the way from a dime to $500) and these are totaled up and used *entirely* for the purchase of essential equipment for children's hospitals. Medical inhalators, wheel chairs, orthopedic walkers, radios, movie screens are a few of the items purchased with the more than a quarter million dollars this club has raised over WLS.

Then WLS is known as the home of good talent and so orphanages, boys' clubs, and hospitals begin early requesting acts for their Christmas shows—and WLS is glad to respond.

From October through December 25, WLS is unusually busy with Christmas "business" and the entire family of entertainers and staff members enjoy it most of all the year.

WLS
Chicago 7

Represented by John Blair & Company

Adv.

PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION—LADY LUCK IS A DESERTER! IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Bldg. — Kansas City, Mo.

TOWER CASE

FCC Closes Record of WOR

VOLUMINOUS record in precedent case involving bid of WOR New York to increase height of its towers was closed last week by Hearing Examiner James D. Cunningham following summary argument by the station and its opposition, CAA, Air Transport Assn. and Port of New York Authority. The latter consider the higher towers as hazards to air navigation. WOR is assigned 50 kw on 710 kc.

Duke M. Patrick, WOR counsel, explained that WOR has been trying for some 15 years to improve its service but has repeatedly run into CAA objections. He said the station has sought through all practical means to meet problems posed by CAA. In this case WOR seeks to increase the height of its towers to 638 ft., an increase of about 200 ft. The WOR counsel indicated that CAA's objections are not consistent since the agency's rules are not being uniformly applied to other air navigation situations in that area.

NAB counsel, Richard W. Jencks, emphasized the influence this case would have on the entire broadcasting industry since FCC standards, especially TV, require higher towers to meet greater performance specifications. He urged that the WOR request be granted since CAA failed to show the towers would affect airport usability.

Increased Hazard Charged

Dent D. Dalby, CAA counsel, charged that the towers would create increased hazard to itinerent flyers in the area as well as to the landing operations at Linden Airport and Newark Airport. Instrument patterns would have to be altered, he indicated, and this would increase burden to already overloaded instrument facilities as well as increase pilot strain.

Air Transport Assn. of America counsel, Paul Reiber, contended that if FCC approved the higher towers and resulting changes in air navigation rules, the Commission would have to be responsible for the consequences. He indicated, however, that it wasn't in FCC's jurisdiction to approve or even consider such changes.

Port of New York Authority, which has supervision of long range development of New York area port facilities, including airports, vigorously opposed the WOR request because it would affect plans for development of the Newark field. Hazard factor also was stressed greatly.

Meanwhile, fortnight ago, the Commission granted petition of CAA to intervene in the hearing scheduled upon request of KOA Denver to install a new antenna with FM antenna mounted on top. No date for this hearing has been set.

CATCHING some Florida sun, Joseph H. McConnell, NBC president, and family, take a brief rest at the Ponte Vedra Inn, Ponte Vedra, Fla. L to r: Mr. McConnell, Mary Meade, Mrs. McConnell and Betsy. A third daughter, Cathy, did not accompany the family to Florida. In an interview there, Mr. McConnell predicted television would never replace radio and that by the end of 1949, three million TV sets will have been installed in American homes.

WCAM SALUTE

Dedicates New Studios

THE CURTAIN was parted Nov. 22 revealing the new, modern studios of WCAM Camden, N. J., municipally owned, commercially operated station. Dedication ceremonies during a 20-minute broadcast were held at the studios on the 18th floor of New City Hall.

Willard C. Schriver, WCAM director, pledged himself to "make it (WCAM) serve Camden and the surrounding communities as a local station, toward the end that we may develop a strong community spirit." Means toward that end, he said, would be "better programming, better script, better copy and better technique—all-around better radio."

In addition to Mr. Schriver, WCAM executives include Robert Swanson, program director; Morton Lowenstein, commercial manager; Mary Haines, woman's editor; John J. Kennedy, special events director, and Clarence E. Onens, chief engineer.

FCC approved a permanent and fulltime operations schedule for the station last July following the grant of a temporary license Jan. 22, 1949, and is still to give its approval for the construction of a new transmitter on a more favorable site that will increase the coverage with the same 250 w power. WCAM launched fulltime operations May 1, 1949, and increased its staff from 5 to 23.

Speakers at the ceremonies were local notables including Mayor George E. Brunner of Camden; Howard C. Wickes, president of the Camden County Chamber of Commerce; Dr. Leon N. Neulan, Board of Education superintendent; Rev. T. Edwards, of the State St. Methodist Church and Rabbi Albert Lewis, of Audubon, N. J. Mr. Swanson was m. c.

Transit Firm Names

DETROIT STREET RAILWAYS, municipally owned transit system, has appointed Luckoff, Wayburn & Frankel, Detroit, as its advertising counsel. Using radio, in addition to other media, the system intends to put planned improvements before the public through the techniques of advertising.

SALES DINNER

KATE Accents Market Area

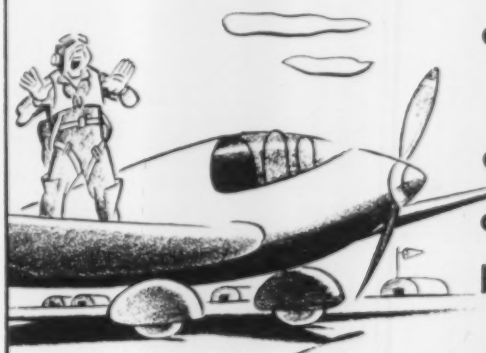
TO DRAW local merchants' attention to the sales appeal of the "market area," KATE Albert Lea, Minn., held a dinner recently for 80% of the city's businessmen. At the "Turkey For Two Hundred" dinner on Nov. 1, radio's selling power was graphically illustrated.

Feature of the dinner was a realistic review by guest speaker John Crowley, of Wilson & Co., of the long association enjoyed by his company with KATE in the form of the *Wilson Hour* broadcasts. Placing emphasis on Wilson surveys of high rural listenership, Mr. Crowley suggested the merchants think in terms of market area more than just the city area.

This theme was enlarged upon by Anson Vann, KATE general manager, in describing the ability of his station to reach and sell the all important wide market area that circles Albert Lea. To illustrate this, a large map, depicting the newly-acquired power coverage of KATE, was displayed. NAB film, "How To Turn People Into Customers," and a brief talk by Bennett O. Knudson, KATE president, rounded out the evening. Station's sales department reports direct results with two merchants asking about radio time, several current sponsors asking about increased time, and others predicting an expansion of their radio budgets.

FIGURE THE ODDS... by KXOK

it's only 200 to 1 against your owning a plane by 1956



BUT THE ODDS ARE IN YOUR FAVOR when you pick Charley Stookey's "Town and Country" program on KXOK to sell farm products. Persuasive salesman, Charley Stookey, is widely known in KXOK-land, with legions of listeners from 6:00 to 7:30 a. m., Monday through Saturday. To build sales in the vital-to-advertisers 112-county, 5-state coverage of KXOK . . . phone, wire, write for availabilities today . . . or call your John Blair man.

630 KC 5,000 WATTS FULL TIME BASIC ABC

IN BIG ST. LOUIS

KXOK

"AT WORK," Bob Swezey (l), general manager, and Edgar Stern Jr., president, of WDSU (AM-FM-TV) New Orleans, move full steam ahead at scene of construction of station's half-million dollar studio plant which will house all three facilities. It is scheduled for completion by early spring next year and will be directly adjacent to the administrative building.

ALREADY housed in new administrative building are these WDSU officials (l to r): Marie Chaurvin, executive secretary; Stanley Holiday, program manager; Louis Read, commercial manager; Mel Leavitt, sports director and Ray Rich, production director. WDSU's new broadcasting center is the historic old Brulatour Court Bldg., in the heart of the French Quarter. A new studio building, now under construction, will be adjacent.

RADIO TURNS FLOOD INTO SALES

Joske's Days Are Success Despite Rain

RADIO is credited by Joske's of Texas, radio-minded San Antonio department store, with rescuing a sales day from a cloudburst and disastrous flood and turning it into the third largest day in the firm's sales history.

A torrential rain deluged San Antonio 15 minutes after the store opened for a four-day Joske Days Sale. The city was flooded. Two persons were drowned. Bridges washed away, bus service was suspended or re-routed on most lines, and streets around the store were water-filled.

No Joske's sale had ever had such a depressing start, officials reported.

But as the rain slackened, James H. Keenan, vice president and sales promotion director, called for all 50-word availabilities on five San Antonio stations, including two Spanish-language outlets. With Violet Short, the store's radio director, and Radio Account Manager Bob Holleron of Pitluck Adv. Agency working together, 87 spot announcements were bought and scheduled. Copy was delivered and on the air within an hour.

Response, officials reported, was immediate. By closing time that night, they said, the store had experienced the third largest day in its history.

"Without minimizing the vital role played by other media use in the all-over success of Joske Days," Mr. Keenan declared, "we attribute an important part of our first day's record to our radio advertising. It proved again two of radio's greatest advantages and selling points: Instant accessibility and complete flexibility."

A total of 249 spot announcements were used to promote Joske Days on WOAI KITE KTSA KABC KONO KCOR and KIWW. During the first two days it was estimated listeners heard "Joske Days" on an average of every 10 minutes from 6:40 a.m. to 9:15 p.m. For that week ending Oct. 29, Federal Reserve Board statistics showed San Antonio's retail sales up 46% compared with the same period in 1948, whereas Fort Worth gained 2% and other major Texas cities showed declines of from 1 to 4%.

KNBC SIGNAL

Nets Listener $100 Bond

WHEN KNBC San Francisco wanted to ascertain the extent of new effective radiating power, it decided to award a $100 U. S. Savings bond to the person who sent in the station's longest distance listener report.

The award was given fortnight ago to a Navy electronics technician on Kwajalein Atoll in the Marshall Islands, 4,310 miles from KNBC. Contest began Oct. 24 when station dedicated its new vertical antenna which boosted KNBC's 50 kw to an effective radiating power of 90 kw. John W. Elwood, general manager, offered the bond to the listener receiving the station's signal the greatest distance from San Francisco.

Reports flooded in from Kodiak, Alaska, Midway Islands, Hawaii, Canada and other points, as well as from many states. Deadline for reports was Nov. 1. In the end KNBC asked the U. S. Navy to decide the winner. Prize went to Petty Officer James C. Lawson who told the station its signal came in "loud and clear almost every night" and "makes life here a lot brighter."

RADIO STARS Mary Margaret McBride, of WNBC New York, Martha Deane, of WOR New York, Kate Smith and Jinx Falkenberg are among contributors to *The Time-Reader's Book of Recipes* published by E. P. Dutton & Co., New York.

IDEAL VISUAL TRAFFIC CONTROL

Boardmaster

Your COMPLETE SCHEDULE at a GLANCE

Promote greater efficiency with this modern Visual Traffic Control Tool.

Across-the-Board for the week at one Glance — all Programs and Announcements in correct sequence — spotlighted by Color! Answers any traffic problem in 10 seconds.

No delay in getting the information you want! Your complete program picture in Full View. Shows all Open Time, Commercials, Sponsors, Sustainers, etc.

Simply write or type on interchangeable cards, anchor in grooves on board. Cards Flip In and Snap Out instantly. Simple to operate, easy to maintain. Saves time, prevents errors.

Accommodates 18 or 20 hours daily, 7 days a week. Separate cards for each quarter hour and stationbreak. Also, cards for participating, 5 and 10 minute shows.

Already used by over half of all AM, TV and FM stations. This valuable tool will prove a great help for every member of your staff. You will want a unit for every department.

MADE OF ALUMINUM WITH BLACK ANODIC FINISH. PERMANENTLY CONSTRUCTED OF PRECISION WORKMANSHIP. ATTRACTIVE ADDITION TO ANY OFFICE. CARD SUPPLY FURNISHED

PRICE $49.50

LEARN HOW THIS TOOL CAN SAVE YOU TIME!

Free BOARDMASTER BROCHURE Giving detailed description and showing how this system can serve you.

GRAPHIC SYSTEMS
55 WEST 42ND ST. NEW YORK 18, N.Y.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Michael

HUSH LITTLE DARLING

On Records: Perry Como—Vic. 20-3586; Derry Falligant — MGM 10555; Dick Haymes — Dec. 24803; Eddy Howard — Mer.*; Kay Kyser — Col. 38634; Curt Massey—Lon.*.

On Transcriptions: Shep Fields—Langworth; Michael Douglas—Standard; Kay Armen—Associated.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

AFRA TERMS

Skinnell Sees Censor Danger

RIGID contract terms between stations and the American Federation of Radio Artists conceivably could bar a U. S. Senator or Representative from making broadcasts of program nature, Julian F. Skinnell, WLRB Lebanon, Pa., operations manager, has charged in a letter to NAB's Employe-Employer Relations Dept.

Content of the letter was disclosed to BROADCASTING last week by Mr. Skinnell who contested "the power of censorship" which he declared was implied in terms of the station's previous AFRA contract. The contract has been re-negotiated since and corrected because of union recognition of the implications, he said.

Kunkel Incident

Mr. Skinnell explained that Rep. John C. Kunkel (R. Pa.) had been presenting weekly news reports from the nation's capital to people of the Ninth Congressional District, which includes Lebanon, over WLRB. But in the face of the contract provision "reserving exclusive jurisdiction over persons delivering news reports," Mr. Skinnell's letter continued, "it was necessary for the station to contact the union for clarification.

"When I first approached the union about this specific case, I was told that the Congressman should join AFRA. On second thought, the union agreed to make an exception in this case," the letter said.

Recently, Mr. Skinnell told BROADCASTING, the AFRA local and WLRB renegotiated the contract to permit "any outside person" to make broadcasts but prohibiting any station employe, other than an AFRA member, from the air. However, he said, "the issue is still whether AFRA shall have the power of censorship."

Equivalent Power

While acknowledging AFRA did not wish to bar the Congressman from the microphone, Mr. Skinnell told the NAB "the power to waive this jurisdiction is tantamount to the power to enforce it, (and the latter) is tantamount to the power of censorship." The station, he said, was willing to assign an AFRA staff announcer to every program to protect AFRA's rights.

To this the NAB agreed but said this arrangement does not preclude that program personalities must belong to the union. And on the principle of censorship, the NAB gave its position as resisting the infringement whether from the FCC, the union or any other source.

RCA Victor announces its first portable-styled 45-rpm phonograph, which houses automatic record changer and storage compartments for records and albums. Suggested Eastern retail price is $49.95.

AGREEMENT for sale of KXXX Colby, Kan., by John B. Hughes and associates to KMMJ Grand Island, Neb., [BROADCASTING, Nov. 21], is completed by (l to r): Ray V. Hamilton, Blackburn-Hamilton Co., station broker; H. A. Searle Jr., vice president KMMJ; George L. Nickson, KXXX manager; Don Searle, chief owner and president KMMJ; Wick Heath, KMMJ general manager; James A. McKenna, Washington counsel, and Clyde A. Blanchard, president, State Savings Bank, Council Bluffs, Iowa, whose wife is part owner of KMMJ.

WBT LIBEL SUIT

CIO Is Charged

LIBEL suit for $500,000 damages was filed last week by WBT-AM-FM-TV Charlotte, N. C., against the CIO [CLOSED CIRCUIT, Nov. 21]. The action culminates several months of union activities in which efforts have allegedly been made to drive business away from WBT [BROADCASTING, Oct. 17].

In the suit filed in Superior Court, Mecklenburg County, WBT charges that since Oct. 27 the CIO "has wilfully and maliciously slandered and libeled" it by writing and publishing, through its North Carolina directors, letters charging suppression of free speech and anti-union activities.

WBT states in its suit that it "has been zealous and careful" to give labor groups, including CIO, fair chance to present their views on the air. The station brands as false the charge that it has not shown good faith in dealing with IBEW (AFL). It said it had never broadcast a single word as to its views in the labor dispute with technicians. This answers an inference that the station can "propagandize" its views on its own facilities without giving the union a chance to give the other side.

WBT has not made a "vicious attack" on IBEW, as claimed by CIO, according to the suit. The station said 10 of its technicians were discharged last Sept. 4 because they "were doing all within their power wrongfully to injure and destroy" WBT's business. CIO is alleged to have charged the station discharged the technicians for "peaceful picketing."

The suit asks $250,000 damages plus $250,000 in punitive damages. Suit was filed for the station by Cochran, McCleneghan & Miller and Pierce & Blakeney, counsel.

Allen Speech

OFF THE CUFF speech by newly-appointed U. S. Ambassador to Yugoslavia George V. Allen made in the Old Dominion state Nov. 10 was recorded by WMBG Richmond, Va. Allan Phaup, WMBG newsman, presented an exclusive account for NBC's *News of the World* program that night at 7:15 p.m. Ambassador Allen formerly was Assistant Secretary of State for Public Affairs charged with supervision of the State Dept.'s Voice of America unit.

CORN HUSKING

WMT Revives Old Custom

AN OLD American custom, National Corn Picking Contest, has been unwrapped and revived successfully this autumn by WMT Cedar Rapids with modern modifications. Mechanical corn pickers replaced traditionally famous hand-husking events.

The station reports more than 20,000 spectators swarmed the fields of the Riley Slocum farm to watch 24 contestants from four Midwest states compete for $350 prize money. Contest was divided into four sections, one 20-minute period allowed for each of the four different types of mechanical pickers. Contestants were judged on their total load less deductions for corn left in the field, shelled corn and husks in the load and improper safety measures.

Chuck Worcester, WMT farm service director, says the contest—first in which mechanical pickers were used—was a hit both in value and interest. He adds that plans are underway for a contest to be held next year with six states scheduling preliminary state contests prior to the national finals.

• LEADERSHIP IS EARNED • LEADERSHIP IS EARI

This is WSYR ACUSE AM • FM • TV

NBC Affiliate in Central New York

21 rich Central New York Counties
205,000 BMB Station Audience Families

Headley-Reed, National Representatives

ED • LEADERSHIP IS EARNED • LEADERSHIP IS E

LA PRIMADORA Cigars contracts for Stan Lomax sports show on WOR-TV New York, Sat., 7:45-8 p.m. L to r are (seated) R. C. Maddux, WOR vice president in charge of sales; Mr. Lomax; Arthur Schwarz, La Primadora president; (standing) Wilfred Roberts, radio-TV director, Pedlar & Ryan; Charles Lumb, P&R account executive on La Primadora account; Robert Schwarz, secretary, and Herbert Schwarz, vice president-treasurer, La Primadora.

GABRIEL HEATTER (seated) completes contract with Rhodes Pharmacal Co., Chicago, for 13-week newscasting spot on MBS Tues. and Thurs., 8:30 p.m. CST. Looking on are J. Sanford Rose (l) and Jerome H. Rose, Rhodes pres. and v. p., respectively. Product advertised is Imdrin, rheumatism, arthritis remedy.

NEW 10-year contract with NBC Washington for radio and TV appearances is made official by Bill Herson (seated), Washington radio and TV m.c. and star of WRC Washington *Timekeeper* show. With Mr. Herson are Frank M. Russell (l), NBC Washington v. p., and William R. McAndrew, NBC Washington gen. mgr.

PILSNER Brewing Co. sponsorship of Cleveland Barons hockey games on WJW-AM-FM and WEWS(TV), all Cleveland, is arranged by (l to r): seated—B. C. Hoag, Pilsner gen. mgr.; G. C. McKelvey, sales mgr. Pilsner AM, FM network; standing—WEWS(TV) Dir. J. Harrison Hartley; B. Rand, pres. of Cleveland Arena.

THOMAS B. McFADDEN (l), WNBT (TV) New York mgr., and Elliott Nonas (r), president of the Elliott Nonas Agency, watch as Milton Chasen, pres. of the Bedford Radio and Television Co., contracts for new 25-week TV dramatic series *City at Midnight*, which is aired over WNBT (TV) 11 p.m.-midnight.

FLOYD RICE (seated l) Ford dealer, Detroit, sets sponsorship of *Make It and Take It*, new jack-pot bowling show now seen over WXYZ-TV Detroit, from 10 to 11 p.m. EST on Monday. Standing (l to r), are Len A. Kamins, WXYZ-TV sales mgr.; Sports Announcer Fred Wolf, m.c. of series; Roland Ritter, pres. of Bowling Proprietors Assn. of Greater Detroit; W. W. Edgar, secretary of B. P. A.; (seated) Mr. Rice, and James G. Riddell, WXYZ-TV gen. mgr.

Radio Tax Battle

(Continued from page 15)

assumes added national importance when the National Institute of Municipal Law Officers meets Dec. 5 at the Muehlbach Hotel, Kansas City.

At that time Thomas J. Gentry, Little Rock city attorney who first imposed the tax, is scheduled to address the institute. At the 1948 institute convention he told in detail how the city had adopted its tax ordinance and how it offered a revenue source for all cities. Now that he has the backing of a U. S. Supreme Court decision he is expected to start the city radio tax ball rolling.

Loophole Attempt Charged

NAB went into the history of the tax in its petition to the Supreme Court. A brief filed by Don Petty and Richard Jencks, as NAB attorneys, reminded the court that the Little Rock tax is an attempt to find a loophole in the Fisher's Blend decision.

"It is the result of a studied effort by the National Institute of Municipal Law Officers to devise a tax which would not be subject to the infirmities which had led to the almost uniform invalidation of taxes previously attempted to be laid by states and municipalities upon the privilege or occupation of radio broadcasting," NAB says in its brief.

Charles S. Rhyne, general counsel of the municipal institute, told BROADCASTING the institute does not plan to file a brief in connection with the broadcasting rehearing petitions.

As NAB general counsel, Mr. Petty issued a statement to the membership reciting in considerable detail what the association had done in the Arkansas case. The NAB board at its Nov. 15-17 meeting in Washington had adopted a resolution calling for the statement. Mr. Petty had given the board a chronological account of NAB's activities.

NAB's first step was taken Dec. 6, 1948, in *NAB Reports* when the general counsel's office told broadcasters of the need for constant vigilance in the field of state and local taxation. This warning was inspired by Mr. Gentry's speech to the municipal law institute [BROADCASTING, Dec. 6, 1948]. NAB offered aid to broadcasters and their attorneys when confronted with this problem.

The general counsel's chronology lists a further warning and recites contacts made with Little Rock stations as well as legal help given by his department.

NAB's Supreme Court brief filed last Tuesday, went into the Crutcher case, asserting it "is authority for the invalidation of the tax, not for sustaining it; the privilege of engaging in interstate commerce cannot be taxed."

NAB says the dismissal leaves the broadcasting industry, along with state and city tax officials, "in doubt as to which of two propositions of law the court considers settled: Whether broadcasting to listeners both within and without the state can be called intrastate commerce, or whether the generation of electro-magnetic waves is a local incident which may be constitutionally taxed."

Also questioned by NAB is the Little Rock device of taxing the generation of electromagnetic energy in the broadcasting process. This is not "of independent value and cannot be sold by the producer and transmitted by someone else, as in the case of electric energy," NAB reminds.

Indiscriminate Taxing Cited

Another NAB point is based on the statement that the Supreme Court "has never held that mixed interstate and intrastate activity which is physically inseparable could be reached by an indiscriminate tax upon the business as a whole. It has never held that a tax could be validly imposed on the privilege of doing an intrastate business, where such business was physically inseparable from interstate activities, viz, where the identical acts constituted doing both interstate and intrastate commerce."

The Arkansas stations raise the point that all intrastate regulation of radio is thrown into confusion because the highest court failed to hand down a decision explaining the rejection. The court had merely

MEMO . . . To: Noel C. Breault, WICH Sales Manager

Effective December 1, 1949

RATE CARD #5 ONE RATE

(6:30 AM to 11:00 PM)

SB	1 Mi	5 Mi	15 Mi	30 Mi	1 Hr.
5.00	7.00	10.00	20.00	30.00	50.00

Remember to tell all national timebuyers one low rate day and night for good effective coverage* in a market of $38,000,000.00 retail sales where business is good.

John Deme, Pres.
Eastern Connecticut Broadcasting Co.

WICH

NORWICH, CONN.
FULL TIME—1400 KC

* You'd be surprised at our coverage in New London

Apt Pupil

CHARLES S. RHYNE, general counsel of National Institute of Municipal Law Officers, who is credited with finding a loophole in the Fisher's Blend case that opened the way for city taxing of radio station, learned law at Duke U. as a pupil of Dean Justin Miller, now NAB president.

issued a one-sentence order citing the Crutcher case and holding no federal question was involved.

KGHI and KARK in their rehearing appeal noted that the case involves the validity of a city privilege tax as applied to broadcasting, a business long recognized as being engaged in interstate commerce.

In contending the court was wrong in holding there is no substantial Federal question, the Little Rock stations said the taxes impose a direct burden on interstate commerce contrary to the spirit and letter of the Constitution's Commerce Clause.

Radio has been recognized since 1913 as an instrument in interstate commerce, the stations argue, as evidenced by the federal laws controlling broadcasting. Were it not for such recognition, how could the Federal Communications Act and the Wage-Hour Law apply, the brief suggests.

In support the brief cites the Fisher's Blend decision which holds that radio by its very nature transcends state lines and is national in scope and importance. "It is difficult to understand why no substantial federal question is involved in this appeal," the brief states.

The Little Rock ordinance is the first instance in which such a tax has been levied, the stations believe.

Since the Crutcher case held a state tax invalid against an interstate carrier, the Little Rock stations ask, "How then can it be said that the Crutcher case is authority for holding that there is no substantial federal question involved in this appeal?

"In answer to this last the court apparently (is) either (1) abandoning the theory that radio is an instrument of interstate commerce, or (2) that any state or local license (privilege) tax is valid against that interstate commerce."

In either case, it is argued, such a drastic change in the state of the law warrants a detailed opinion so "the true intent might be better understood by those affected."

The court for a century has carefully scrutinized any control or limitation placed by state or city on interstate commerce, it is noted, especially in the case of taxes.

45.0
"HOOPER"*
*(average 5 periods, Winter, 1948)
proves
the best buy
in
DANVILLE, VA.
is
WBTM
5kw (d) ABC 1kw (n)
Rep: HOLLINGBERY

C. OF C. SURVEY

Bellingham Rates Radio High

BROADCAST advertising rated well above newspapers and road signs in giving the public "the required information," according to a survey conducted by the Bellingham (Wash.) Chamber of Commerce.

Radio attained first place in all five of the geographical areas covered by the local chamber's research project and ran a close second to newspapers in a poll of chamber members.

The Bellingham C. of C. study was based on 5,000 questionnaires sent into Whatcom County environs of Bellingham last Aug. 23 by its Trade Promotion Committee, under chairmanship of Stannard T. Beard. The committee's findings are based on 777 replies (15.54%) which were received in time for analysis.

Rated Good by 45.7%

In Bellingham City, radio advertising was rated good by 45.7%, average by 41.3%, poor by 13%. This compared to 40.1% good, 44.9% average and 15% poor for newspapers. Road signs ran far behind radio and newspapers in all areas.

The Bellingham C. of C. rated radio 41.4% good, 44.8% average and 13.8% poor; newspapers, 46.6% good, 40.3% average and 13.1% poor.

Bellingham rural routes—radio 52.4% good, 42.9% average, 4.8% poor; newspapers, 42.9% good, 42.9% average, 14.3% poor.

Ferndale, Blaine, Custer, etc.—radio 47.1% good, 40.2% average, 12.7% poor; newspapers 43.1% good, 44.1% average, 12.7% poor.

Lynden area—radio 55% good, 50% average; 5% poor; newspapers, 37.2% good, 51.2% average, 11.6% poor.

Eastern Whatcom County—radio, 58.8% good, 35.3% average, 5.9% poor; newspapers, 54.7% good; 34% average, 11.3% poor.

SKIATRON Corp., New York, has offered 275,000 shares of common stock to public at $1 per share. Proceeds will be used first to finance construction and demonstration of pilot models of company's various inventions.

FURTHERING international relationship with Great Britain is a program exchange between the U. S. Air Force Band and the Central Band of the Royal Air Force. Programs of the U. S. Air Force Band are now being heard in England over the BBC while the RAF Band is heard over WASH (FM) Washington and the Continental FM Network on Monday at 8 p.m. Discussing the programs are (l to r): Lt. Col. George S. Howard, conductor of the U. S. Air Force Band; Air Commodore H. E. Nowell of the Royal Air Force; Everett L. Dillard, president of WASH (FM) and the Continental Network; Lt. Gen. Idwal H. Edwards, deputy chief of staff, personnel, USAF.

WBNS SPOTLIGHT

COLUMBUS—A COMBINATION OF INDUSTRY, STATE GOVERNMENT AND EDUCATION

The situation of Columbus is unique in the nation. Though the industrial output of the city is between $500-million and $600-million, industry is not the full strength. Columbus is also the seat of the government of Ohio. Here are state departments and state institutions employing many thousands of people. Columbus is also the center of learning for the state. The Ohio State University with its registration of 22,000 has an important part in the cultural and business life. Industry, government, education, all give to the economy of Columbus and Central Ohio a balance that is profitably favorable to those who sell in this rich market.

CARLILE'S FURNITURE STORE—70 YEARS IN COLUMBUS—25 YEARS ON WBNS

Carliles are old in years but young in ideas. It was only natural then, that they should be among the first to use the facilities of WBNS when this station started broadcasting 25 years ago. W. A. Carlile installed a studio in the store and invited the public to come in and watch this novelty called "Radio." The response ran into the thousands . . . and they have been coming to Carliles ever since because this store has continued to use WBNS as one of its principal mediums of advertising.

WBNS IS THE MOST IMPORTANT RADIO SALES TOOL IN CENTRAL OHIO—

If you desire to do a profitable selling job in Central Ohio you must include WBNS in your program. This is easily explained by a look at WBNS programming and coverage figures. 163,550 families in this area are WBNS listeners. The programs of this station have been built to fit their needs and wishes. Test after test has proven that they respond to WBNS advertising . . . and respond in a big way, much to the delight of sales and advertising managers.

IN COLUMBUS IT'S

COVERS CENTRAL OHIO

WBNS

POWER 5000 D•1000•N CBS

ASK JOHN BLAIR

FM AIR TIME

KLUF Protests FCC Proposal

FCC'S PROPOSAL to lengthen the minimum operating hours of FM stations [BROADCASTING, Nov. 21] brought a prompt protest last week from KLUF Galveston, which said economic conditions had forced it to shorten its FM hours to avoid cheapening AM service.

KLUF Vice President and General Manager L. D. Clough wrote the Commission:

"Until such time as ALL agencies concerned restore to FM its deservedly proper values and potential worth to the industry and the consumer, and cease attempting to disparage and discourage FM, particularly to the listener-consumer-advertiser, we earnestly protest the adoption of the proposed rule requiring AM-affiliated FM stations to operate 'at least the number of hours daily as the associated standard station.' "

He told FCC that "I do not hesitate to say frankly that all of our efforts, sacrifices and heavy investment in FM appear to have been a total waste of resource!"

This feeling, Mr. Clough said, is based on inability to get dealer cooperation in pushing FM sales; "widespread propaganda that 'FM is already on the way out'; lack of automobile FM sets; "the overall economic squeeze imposed upon smaller market stations" by increased competition, and "the current decline in trade activity."

He cited instances of stations selling 15-minute programs for "less than $2.50 per program" and spot announcements for 15¢ each, plus a dominance of "telephone giveaway" shows in many program schedules.

He took FCC to task for a policy which would "permit improperly operated stations to gain power and channel advantage over the smaller, older, properly conducted stations which have suffered loss of potential revenue by refusing to lower themselves to a like level of policy!"

Mr. Clough said KLUF-FM had been "forced" to shorten its schedule to 3-11:30 p.m. daily, but that "we will endeavor to maintain our present post-6 p.m. schedule as long as possible, as we are attempting to pioneer the process of FM relay via a station 50 miles away."

FCC's proposal would require FM stations in AM-FM operations to operate as many hours as the AM station. FM-only stations would operate a minimum of six hours daily during the first year on the air; at least eight during the second year, and at least 12 thereafter.

BUFFET dinner sponsored by local stations Nov. 12 was the occasion for this get-together of agency, radio, television and advertising executives between sessions of the 17th annual convention of the Southwestern Assn. of Advertising Agencies meeting at Tulsa. The group includes (l to r): Les Hauger, vice president, Watts-Payne Advertising Agency, Tulsa; Dale Rogers, advertising manager, Mid-Continent Petroleum Corp.; Gustav K. Brandborg, commercial manager, KVOO Tulsa, who served as host for the event; Buell Herman, Dallas representative, Edward Petry & Co.; Ralph Nimmons, assistant manager in charge of sales, WFAA Dallas; Miller Robertson, commercial manager KSTP-TV Minneapolis-St. Paul, and George Ketcham, promotion manager, KTUL Tulsa.

Mr. Russell W. Tolg
Batten, Barton, Durstine, and Osborne
Chicago, Illinois

Dear Russ:

When th' coal strike was called off t'other day these boys at WCHS sure did a bang-up job o' reportin'! They knowed th' WCHS listeners would want to hear all 'bout it, an' thet ever'one'd particularly want ter hear from Bill Blizzard of th' UMW who wuz in Chicago at th' time, Coal Operator Representative Moody who wuz in Washington, an' Jesse Sullivan of th' W. Va. Coal Operators Association. All them fellers wuz way off from Charleston, but thet didn't stop these fellers atall, nosirree! Our program director, Mort Cohn, jest got them fellers on th' telephone, asked their opinions, and got their permishun ter record and broadcast their remarks! Now thet's smart, ain't it Russ? But these here WCHS boys is allus willin' ter go any lengths atall ter please their lisseners or their clients!

Yrs.
Algy

WCHS
Charleston, W. Va.

PEARSON-JONES INCIDENT

'Saturday Evening Post' Gives Account

THE current (Nov. 26) issue of *The Saturday Evening Post* contains an article by Kenneth G. Crawford in which the *Post* writer gives a detailed account of "Columnist Drew Pearson's attempt to discredit a government official." The official is FCC Comr. Robert F. Jones, lawyer and former Congressman from Ohio.

In his article, Mr. Crawford points out that Comr. Jones's case never became a cause celebre, as other Pearson campaigns have done, but did provoke senatorial hearings [BROADCASTING, July 7, 14, 1947]. The columnist had stated that Comr. Jones, then a Congressman, was unfit to serve on the FCC after being nominated by President Truman. He claimed Mr. Jones' father had been a member of the Ku Klux Klan and Mr. Jones himself had been a member of the Black Legion.

Mr. Crawford goes on to state that testimony given by four witnesses procured by Mr. Pearson was entirely refuted. Upshot of the hearings, Mr. Crawford writes, was that members of the Senate committee expressed their opinion of the Pearson evidence by voting unanimously to confirm Comr. Jones.

Roberts Studios

OPENING of Roberts Radio, Television, Stage & Screen Studios in New York has been announced by Bob Levitt Roberts, president, former producer at WABD (TV) New York and WINS New York. Mr. Roberts said over 500 ft. of space with complete facilities including direct line broadcasting equipment has been taken at 806 Seventh Ave. Jack Lacy, WINS disc m.c. and quizmaster, is under Mr. Roberts' personal management. Mr. Roberts added that he has several TV shows set to go on the air.

MBS' children's show, *Straight Arrow*, has reached "Top Ten" in daytime listening according to A. C. Nielsen Radio Index.

Gates *has it*

IF IT IS FOR A
BROADCASTING STATION
GATES RADIO COMPANY

QUINCY, ILLINOIS
TELEPHONE • 522

WASHINGTON, D. C.
TEL. METROPOLITAN 0522

FOR SALE
200-Ft. Self-Supporting
LEHIGH STRUCTURAL STEEL TOWER
— Perfect Condition —
Radio Institute of Chicago
165 N. Michigan Ave., Chicago
ANdover 3-6767

Feature of Week

(Continued from page 11)

lobby was jammed for a block with people on their way. From 6 to 7 a.m., the station reports it was virtually impossible to hail a cab in the city and early-morning buses were loaded.

Ninety-three towns were represented in the attendance, according to a tabulation by the station of the registration list. Some people came out with the dawn from the farthermost Iowa corners "and even out of state." The vanguard knocked on theatre doors as early as 4:30 a.m.

No sleeper, the affair proved to be a wide-awake event. The station executives managing the party were themselves shocked by the early morning turnout. And the early-bird radio fans were not disappointed, the station adds.

Audience participation stunts and party-fun contests were added to Mr. Bell's usual morning platter-chatter formula and humorous ad lib. KRNT says the *Don Bell's Third Anniversary Jamboree-Broadcast* "actually was three-hour audience participation broadcast of network calibre."

Stage Adornments

The huge stage was adorned with a carnival-like atmosphere including Don Bell's "Mirthday Concession Stand." Twin turntables of operator Lois Vanderhoof were mounted on a riser near the equipment of Engineer Ralph Reynolds, regular off-stage "character" on Mr. Bell's shows. Complementing the morning staff was organist, Don Miller, and announcer-song leader, Larry Davis. Producer of the broadcast was Program Director Chuck Miller. Overall staff required to conduct the show on stage was 18 with 12 additional people handling the crowd and theatre details.

Adding to the stage appearance and show attraction, a lineup of refrigerator, washer and radio were prize features. The Mirthday booth was loaded with smaller prizes ranging from record albums and players to electric roaster and coffee maker. Transcribed salutes from various ABC stars and recording artists were aired during the program and several congratulatory telegrams from important figures were read.

The Bell remote was followed by Bill Riley's *Hey Bob Show* broadcast from the Paramount Theatre where 1,500 kiddies screamed their tribute to the morning man in a pickup a few minutes beforehand.

Advance promotion, according to KRNT, was heavy for the two-week period preceding the program with ads appearing in newspapers, handbills, and extensive radio plugging. As a follow-up, newspaper publicity was given the show and a four-page folder picturing the party's success mailed to local and national advertisers, prospects and agencies.

WHEN BUSINESS *is Harder to Get*

**** Locate Your Prospects***

**** Analyze Your Competition***

The
REGISTER LISTS

- The Advertiser, Address, Capitalization
- Products with Trade Names
- Corporate Executives
- Advertising Manager
- Sales Manager
- Printing Buyer
- Advertising Agency Handling Account
- Account Executive
- Advertising Media Used
- Advertising Appropriations
- Character, Extent of Distribution

Important Facts
You Need to Sell

THE 13,500 LEADING ADVERTISERS and THEIR AGENCIES

You can generate sales with precision only when you plot your sales course with *facts*. And the STANDARD ADVERTISING REGISTER gives you the pertinent facts you need about the Companies and their Advertising Agencies responsible for 95% of all national advertising in the United States.

In one handy compact book—you'll find listed and cross-indexed for instant reference, 13,500 Companies with 50,000 Executives listed by title, the Advertising Agency handling the account, 12,500 Brand Names, all subdivided into 47 classifications.

Once you subscribe to the STANDARD ADVERTISING REGISTER—you'll use it constantly—and you'll renew your subscription year after year. The hardest part of our job is to get the "Red Book" into your hands. So how about this? If you're a rated company, we'll either deliver or mail you on 5 day Free Inspection a copy of the STANDARD ADVERTISING REGISTER. No obligation, of course. What's your name and address?

The Agency List

Standard source of information about 2,000 U.S. and Canadian advertising agencies with data on their recognition, personnel, and over 30,000 clients. Issued three times a year — The AGENCY LIST is part of STANDARD'S complete service or may be purchased separately.

Free

Write for colored illustrated booklet giving full information about the STANDARD ADVERTISING REGISTER and Supplementary Services. It's yours for the asking.

NATIONAL REGISTER PUBLISHING CO., INC.
330 WEST 42nd ST., NEW YORK 18, N. Y. • 333 N. MICHIGAN AVE., CHICAGO 1, ILL.

SCHAPIRO WINE
Expands Radio Budget

SCHAPIRO'S KOSHER WINES, New York, is expanding its previous advertising budget, reportedly the largest in its history, and has appropriated $100,000 for a drive.

Plans call for use of a 15-minute program on a foreign language (Yiddish) New York station, spot announcements on both foreign and English language stations, and possibly spot video announcements. Agency is Bliss & Marces, New York.

The Latin Way

AGENCY men, station representatives and others in the broadcasting business might take a leaf out of the contract book of our good Latin neighbors. In France it is wine and fashions. In Montevideo, however, CX16 features "the contract room" where business is transacted in the proper atmosphere. Completely equipped bar not only is well liquified but also has toaster, waffle iron and coffee maker. Modern CX16, which has the latest in technical equipment, also has a mixture of seasoned, traditional Latin decor. Beautiful two flight staircase of ancient design and artistic grill work with carpeted stairs greets studio visitors.

Aug.-Sept. 1949

MORNING	42.0
AFTERNOON	36.8
EVENING	27.4

First By Far

● WFBL

SYRACUSE, N. Y.

Represented by
FREE & PETERS, INC.

Allied Arts

AL VINSON, formerly with promotion department of San Francisco *Chronicle*, organizes Al Vinson Promotion Service, 1352 98th Ave., Oakland.

LARRY FINLEY Productions, Los Angeles (transcribed radio shows), planning opening of office in Portland, Ore., as distribution center for stations in Pacific Northwest which handle his shows.

WORLD BROADCASTING SYSTEM, New York, announces contract renewals and extensions for its transcribed library service by following stations: WPJB Providence; WLAW Lawrence, Mass.; WSBA York, Pa.; WFAS White Plains, N. Y.; WOPT Oswego, N. Y.

RADIOZARK Enterprises, Springfield, Mo., and ABC have completed negotiations for airing of *Saddle Rockin' Rhythm*, Saturday, 6:30-7 p.m. CST.

JUNIOR LEAGUE of San Francisco announces series of transcriptions, *California Stepping Stones*, produced with cooperation of State Audio Visual Dept. and Stanford U.

Equipment

DALE E. PHILLIPS, formerly with West Virginia Radio Corp., appointed director of engineering and research for Market To Music Inc., Storecast Corp. of America affiliate in Pittsburgh area.

PROCTOR SOUNDEX Corp., Mt. Vernon, N. Y., announces new "Floating Disc Drive" playback unit. Unit has speed setting which is continuously variable 30-110 rpm.

JOHN KUHAJEK and **ALBERT J. FRANCZAK** named assistant treasurer and assistant controller, respectively, for Zenith Radio Corp., Chicago. Mr. Kuhajek joined firm in 1926 and has been auditor since 1940. Mr. Franczak has worked for Zenith since February 1945 except for 10 months when he was assistant treasurer of Rauland Corp., Zenith subsidiary which manufactures TV picture tubes.

HENRY T. KILLINGSWORTH, formerly general manager of AT&T's Long Lines Dept., elected a vice president of company, to take charge of that department. **CHARLES E. WAMPLER,** assistant vice president in company's Personnel Relations Dept., appointed general manager of Long Lines Dept. to succeed Mr. Killingsworth. Mr. Killingsworth replaces **FRED R. KAPPEL,** who becomes vice president in charge of AT&T operations and engineering, succeeding **CLEO F. CRAIG** who is now vice president in charge of finance.

RCA VICTOR, Camden, N. J., distributing illustrated booklet timed to assist dealers in selling RCA's new "Lancaster Series" 16-inch television receivers.

DuMONT Cathode-Ray Instrument and Tube Divisions, Clifton, N. J., announce type 292 Cathode-ray Oscillograph, superseding type 164-E. New instrument is easily portable, weighing only 21 lbs., and has increased sensitivity and minimum optical distortion, firm claims.

FRED D. WILSON elected president of board of directors of Capehart-Farnsworth Corp., domestic television and radio manufacturing subsidiary of International Telephone and Telegraph Corp., New York. Mr. Wilson previously was with RCA Victor in various capacities, among which was operating vice president and national sales manager. He succeeds **ELLERY W. STONE** who continues as member of board.

Mr. Wilson

A&P CONTROVERSY
Segal Suggests Use of Radio

SUGGESTION that The Great Atlantic & Pacific Tea Co. use radio advertising in its monopoly controversy with the government was made by David M. Segal, president of KTFS Texarkana, Tex., in a letter to John Hartford, A&P president.

Mr Segal called attention to the fact "that the radio industry now has the express permission to comment on the issues of the day and to be biased in many instances." He said A&P has used extensive newspaper promotion in bringing its case before the public and he felt the radio industry could do a good job for A&P.

TESTS are now being conducted by Ithaca College FM educational radio station, WITJ, pending application for license from FCC. Operated by staff of students from Dept. of Drama and Radio, 10-w station has frequency of 88.1 mc.

CALIF. NETWORK
FM To Service AM Outlets

A NEW network of AM stations serviced by FM originations has been organized in California by KSBR (FM) San Bruno. Though similar networks are in operation in the East and Midwest, the California Network, as it's been officially named, is the first of its kind in the West.

At present 25 stations have affiliated with the network and others are reportedly considering joining. Most of the affiliates are small AM independents. A few also are affiliated with the Don Lee network. There is one affiliated station outside of California—KWRN-AM-FM Reno, Nev.

Time on the network is sold to advertisers at a rate equal to the combined rate of all affiliated stations airing the advertiser's program. Advantage to the advertiser lies in opportunity to blanket the state with his sales message through a single contract with less book-keeping and related time and expense items necessary if the network stations were contacted individually.

Programs designed for network release are picked up by affiliates at an arranged signal from KSBR and immediately rebroadcast on the AM frequency of each member station. KSBR's height (4000 feet) and power (250,000 w) enable it to beam programs over 300 mile radius.

CJOR Rolls Log

METHOD of placing promotion where the radio listener is most likely to see it is reported from Vancouver, B. C. CJOR, of that city, plugs one show with red overprint on the daily program log in the *Vancouver Sun*. Legend reads: "CJOR, Kate Aitken, 9:30 a.m." The type of radio promotion is unusual and created much talk in the area, although CJOR reports the device was introduced more than a year ago by a paper in Florida.

FRIENDS

"To make a friend, you must be one." Twenty years of service to farmers in Kansas and adjoining states have made us their friend.

WIBW The Voice of Kansas in TOPEKA

RED FEATHER SUCCESS

Radio Aids Drives

STATIONS throughout the country played a prominent part in the 1950 Community Chest campaigns which came to a successful conclusion on Nov. 15.

The campaign got a big boost from the radio industry through use of thousands of spot announcements, tie-ins with regular programs, special programs, station produced stage shows and stunts worked up by staffers in cooperation with listeners.

Typical of station contributions were the following events reported to BROADCASTING:

In Philadelphia, WFIL-TV, WCAU-TV and WPTZ (TV) Oct. 16 presented a program giving some 40,000 Red Feather workers preliminary instructions before they set forth to collect $8,507,475 for the 1950 Community Chest. Workers were assembled at prearranged places in the city and suburbs for the viewing. The program, which also gave a novel demonstration of the mass-scale educational possibilities of TV, went out to audiences in more than 235,000 TV homes in the area. Giving answers to the questions most often asked by contributors, the dramatic presentation served as a primer for the solicitors.

'Tello-Test' Jackpot

Another Philadelphia contribution was that of WPEN which turned over the jackpot of the *Tello-Test* program to the campaign. The station received a large stack of letters and cards nominating the Red Feather Campaign as the worthy cause to which the jackpot should be donated.

Roy Neal, producer and m.c. of the *Open House* telecast over WPTZ for the Corn Exchange Bank, alternated with Stuart Wayne, KYW disc jockey, at the series of luncheon meeting stage shows demonstrating the actual services of the Community Chest for the benefit of volunteer workers who made their reports at these luncheons. Based on the *We, the People* format, the shows featured interviews with individuals of every age, aided by Red Feather agencies, who portrayed the services in action on the stages of the Bellevue Stratford and Benjamin Franklin Hotels. Facilities for demonstrating the services, through visual and dramatic aids, included an X-ray viewing box, paraphernalia for bathing an infant, weaving looms, upholstery and other equipment.

WVUN(FM) Efforts

Through the efforts of WVUN (FM) Chattanooga, Tenn., listeners in that area were apprised of the need for contributions to the Community Chest and its worthwhile cause. WVUN and the Council of Community Forces got some 200 citizens to record a series of 150 spot announcements. All six local stations — WAGC WAPO WDEF WDOD WDXB and WVUN —used the transcribed spots. Recorders were taken into factories for statements by workers, some of whom had been helped by the Community Chest's agencies. Another highlight was dramatization of actual case histories by WVUN's *Cooperative Theatre of the Air*. These dramas also were aired by WAGC.

In Boston, local stations gave the campaign impetus with a series of special programs. WBZ-TV presented a half-hour live show for the fund's 30,000 solicitors preceding the all-network show which opened drives all over the country. A pool broadcast of all Boston stations was aired Oct. 16 from 12:30 to 1:15 p.m. In addition to talent and music, a documentary was featured.

WCOP Boston scheduled plugs in every station break throughout the entire *Kate Smith Calls* show which was presented Oct. 10 in cooperation with the Community Fund of America. On Nov. 10, WCOP aired the *Red Feather Report* show which was emceed by Edward B. Hannify, chairman of Boston's Red Feather drive. Program included speeches by representatives of the 12 money-raising divisions of Greater Boston. Reports, as they came in, were chalked up on a large tally board in the WCOP studio.

In Johnstown, Pa., WARD Announcer Dave Shallenberger conducted a Red Feather talkathon. He spoke 83 hours and 18 minutes on the air while receiving pledges. The non-stop oration began Oct. 12 at 4 p.m. and continued until he could no longer hold his eyes open and signed off "in favor of a bed, with or without a red feather mattress."

Buffalo, New York's lagging drive received a needed shot in the arm when WEBR held a radio auction from 11:30 p.m. Saturday, Oct. 21, to 8 a.m. Sunday, Oct. 22. Some 20,000 telephone calls were placed to the station during that time and about $3,500 was collected for the fund. Over 90 prizes, worth $3,000 and donated by local merchants, were put on the block by WEBR's disc jockeys, George Walker, Bob Wells and Ed Tucholka. Talent was contributed by local and national entertainers including Hildegarde and Elliot Lawrence.

Charade Contest

In Seattle, Tom Herbert, an executive of the Seattle Chamber of Commerce and m.c. of *Stage It*, charade contest show telecast weekly over KING-TV Seattle, proved a generous giver in a novel way. When the Seattle area campaign goal of $1,738,375 was set, Mr. Herbert pledged a full year's income from his video show. Accordingly, his weekly check for an entire year—less only his AFRA dues and whatever Internal Revenue may insist on—will go to the chest. Mr. Herbert received a Community Chest "Oscar," highest achievement award of the Chest, for his contribution.

Helping promote their community's campaign, three WBYS Canton, Ill., staffers offered their services in various ways. Program Director Ken Schleifer offered to shine shoes in the business district while Disc Jockeys Jack Wolfe and Jerry Westerfield served as baby sitters and house cleaners. All three donated the proceeds to the Community Chest. The stunts were given extensive plugging on WBYS shows including *Coffee Time*, Ken Schleifer's *Varieties* and Jerry Westerfield's *Rhythm Room*. As an added contribution, Manager Bob Odson arranged that Commercial Manager Lee Kramer and Jack Wolfe be "arrested," spend an hour in jail, be brought before the judge and fined $100 each. The money was turned over to the fund after having been collected by appealing to WBYS listeners.

In New Hampshire, WNLH gave the Community Chest campaign a big send-off with a WLNH theatre stage show as a highlight. Written and produced by Al Maffie, program director, who also served as m.c., the hour-long stage show featured top local talent before a capacity house and was broadcast simultaneously over WNLH. A speaking program was also tied in with the production. Heard from were Mayor Thomas J. McIntyre, William A. Mahoney, chest drive vice chairman, and Don Woodworth, high school senior, who represented the youth of the city. The program was tape recorded and played again for junior and high school students and service organizations in the community.

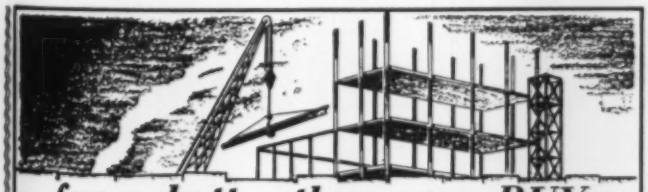
CHRISTMAS FUND

WOR Aids N. Y. Hospitals

WOR New York's annual Christmas Fund this year will serve 19 New York City hospitals, three New Jersey municipal hospitals and Grasslands, a hospital in Westchester. In addition, the station will provide 4,150 maternity ward mothers in 51 voluntary hospitals in New York with layettes.

The fund, procured from contributions from the listening audience which last year donated $27,190.64 to the cause, will buy toys, clothing and other essentials for ward children and infants.

Fund committee is directed by Edythe Meserand, assistant director of WOR's news and special features division, and is composed entirely of station staff volunteers.



for a better-than-ever BUY

IN OHIO'S THIRD MARKET
NOW UNDER CONSTRUCTION

5,000 w AM 50,000 w FM
1390 KC 105.1 MC

WFMJ
BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

ACME
IN SOUND REPRODUCTION
★
THE NEW
LANG-WORTH
TRANSCRIPTION
★
LANG-WORTH
FEATURE PROGRAMS, Inc.
113 WEST 57th STREET,
NEW YORK 19, N. Y.
Network Calibre Programs at Local Station Cost

LINGO

Vertical Tubular Steel

RADIATORS

Write for Factual Data

JOHN E. LINGO & SON
CAMDEN 5, N. J.

First 15 Program Hooperatings—Nov. 15 Report

Program	No. of Stations	Sponsor & Agency	Hooper	Year Ago: Hooper	+or—	Pos.
Radio Theatre (CBS)	172	Lever Bros. (JWT)	25.0	25.0	0.0	2
Godfrey's Talent Scouts (CBS)	156	Thos. J. Lipton Co.—Div. Lever Bros. (Y&R)	22.2	18.5	+3.7	6
Jack Benny (CBS) Original broadcast 18.7 Added by 2d broadcast 1.9†	180	American Tobacco Co. (BBDO)	20.6	21.9	—1.3	4
My Friend Irma (CBS)	150	Pepsodent Div.—Lever Bros. (FC&B)	20.1	17.1	+3.0	7
McGee & Molly (NBC)	165	F. C. Johnson & Son (NL&B)	18.6	22.8	—4.2	3
Walter Winchell (ABC) Original broadcast 15.5 Added by 2nd broadcast 1.8†	286	Kaiser-Frazer (Weintraub)	17.3	27.0	—9.7	1
Crime Photographer (CBS)	149	Philip Morris (Biow)	15.9	15.4	+0.5	13
Bing Crosby (CBS)	175	Liggett & Myers (N-E)	15.6	14.3	+1.3	18
Suspense (CBS)	169	Electric Auto-Lite (N-E)	15.3	13.6	+1.7	24
Charlie McCarthy (CBS) Original broadcast 13.0† Added by 2d broadcast 2.3	171	Coca-Cola (D'Arcy)	15.3	14.2	+1.1	19
F.B.I. In Peace & War (CBS)	149	Procter & Gamble (Biow)	15.2	13.8	+1.4	23
Dennis Day (NBC)	144	Colgate-Palm.-Peet (Bates)	15.0	13.9	+1.1	22
Bob Hope (NBC)	151	Lever Bros. (BBDO)	14.9	20.0	—5.1	5
People Are Funny (NBC)	164	B. & W. Tobacco (Seeds)	14.7	15.7	—1.0	12
Mr. & Mrs. North (CBS)	151	Colgate-Palm.-Pete (S&W)	14.7	10.4	+4.3	52
Amos 'n' Andy (CBS)	149	Lever Bros. (R&R)	14.7	12.1	+2.6	38
Mr. Keen (CBS)	149	Whitehall Pharmacal (Murray)	14.7	15.2	—0.5	14

† Second broadcast on same day in some cities provides more than one opportunity to hear program.

Top 10 Daytime Hooperatings—Nov. 15 Report

Program	No. of Stations	Sponsor & Agency	Hooper	Year Ago: Hooper	+or—	Pos.
Ma Perkins (CBS)	96	Procter & Gamble (D-F-S)	7.2	8.0	—0.8	1
Big Sister (CBS)	93	Procter & Gamble (Biow-Spic & Span; Compton—Ivory)	7.1	6.6	+0.5	9
Young Widder Brown (NBC)	146	Sterling Drug (D-F-S)	6.8	7.4	—0.6	3
Arthur Godfrey (10:15-11:30) (CBS) 10:15-10:30 (MTT) 3.7 10:15-10:30 (WF) 4.2	156	Toni (FC&B)	6.5	7.0	—0.5	5
10:30-10:45 5.9 10:45-11 7.3 11-11:30 7.8	172 172 178	Wildroot (BBDO) Gold Seal Wax (C-M) National Biscuit Co. (M-E) Liggett-Meyers (N-E)				
Pepper Young's Family (NBC)	153	Procter & Gamble (P&R)	6.5	6.6	—0.1	10
Our Gal, Sunday (CBS)	157	Whitehall Pharmacal (Murray)	6.5	6.4	+0.1	12
Aunt Jenny (CBS)	84	Lever Bros. (R&R)	6.2	6.0	+0.2	17
Romance of Helen Trent (CBS)	164	Whitehall Pharmacal (Murray)	6.1	6.5	—0.4	11
Right to Happiness (NBC)	152	Procter & Gamble (Compton)	6.1	6.6	—0.5	8
Wendy Warren (CBS)	151	General Foods Sales (B&B)	6.0	5.6	+0.4	20

CANADIAN MUSIC

CBC Unfair—MacMillan

CANADIAN BROADCASTING Corp. and other government bodies using copyrighted music came in for criticism by Sir Ernest MacMillan, president of the Composers, Authors and Publishers Assn. of Canada (CAPAC), the Canadian ASCAP, at the Nov. 17 sitting of the Royal Commission on Arts, Letters and Sciences. Sir Ernest stated that the CBC along with other government bodies were unfair and exploited copyright musical works, that the CBC claims "what it pays for performing rights is paid only as a matter of grace and not as a matter of obligation, and therefore the amount awarded should not be too large."

He said the CBC also "maintains a doctrine of a prerogative right of the crown to take the property of the citizen without any control by law, which has not been upheld . . . since before the days of Blackstone and which was not acceptable to the framers of the Magna Carta." He asserted the ultimate object of CBC was to acquire a reserve of works free of performing rights claims.

FAO Coverage

ANNUAL conference of UN's International Food and Agricultural Organization, which got underway in Washington, D. C., last Monday, was slated for radio-television coverage late last week. CBS aired a simulcast of its *Capital Cloakroom*, Friday, 10:30 to 11 p.m. featuring FAO's director-general, N. E. Dodd. U. S. Dept. of Agriculture spots on NBC's *National Farm & Home Hour* Saturday and addresses by officials of American farm organizations on NBC Sunday, at 1 p.m., were also aired.

Druce Cited

OLGA DRUCE, director of Mutual's *House of Mystery*, has been cited by the government of Haiti for her debunking of unexplained Haitian mysteries and superstitions. Consul General of Haiti Roger Dorsinville, presented the citation to Miss Druce at a special luncheon Nov. 16 held at New York's New Yorker Hotel. The program is sponsored by General Foods Inc., through Benton and Bowles Inc., N. Y.

WTNB ULTIMATU

Outlet Silenced After Stri

WTNB Birmingham, Ala., MB outlet off the air since July becau of labor difficulties, was told b FCC fortnight ago to resume ope ation within 15 days or relinqui its license. WTNB had request extension of authority to rema silent for another 30 days.

FCC reported it had request affidavits concerning the conf from both the union and the sta tion. The Commission indicate Stanley L. Hawkins, member Local No. 253, IBEW, and chai man of the negotiating committe stated in essence that all demand and requests made to the union b WTNB had been granted or agree to by the local, whereas Roy Hofheinz, president and 49% owner WTNB, reported in essence tha "the matter is still a subject dispute."

The Commission further said th union's affidavit stated the local ha been employed by John Stevens, attorney for Mr. Hofheinz, to dismantle WTNB's studio equipment since the lease expired Oct. 1 and had not been renewed although the premises were under the management and control of W. B. Leedy & Co., of which Thomas N. Beach, 51% owner of WTNB, is chairman of the board.

If WTNB cannot fulfill the functions for which it was licensed, FCC indicated, it would not be in the public interest to grant further extensions of authority to remain off the air. FCC noted the studio had been dismantled and equipment removed without authority from the Commission to move the main studio and cited this as evidence the station could not fulfill these functions.

Literary Effort Awards

ABC radio and video series on American literature, *Author Meets the Critics*, will make awards for the best novel of the year, and the best non-fiction work of the year, based on a vote of some 60 literary critics. Awards will be announced during the AM and TV programs the first week of December.

WHO
Des Moines, Iowa
USES
Magnecorder
Engineered by the World's Oldest and Largest Manufacturers of Professional Magnetic Recorders
Write: Magnecord, Inc., 360 N. Michigan, Chicago, Ill.

PT6-P
A portable, combination record-play back-remote amplifier. Exceptional fidelity for use with PT6-A recorder.

Programs

SECOND annual series of New England College Glee Club broadcasts over New England Regional Network inaugurated as late Sunday afternoon feature. Called *Songs from New England Colleges*, series features, among others, Yale, U. of New Hampshire and U.S. Coast Guard Academy clubs. Show is sponsored by Merrimac Div. of Monsanto Chemical Co. and is heard over WBZ-WBZA-AM-FM Boston-Springfield.

Famous Couple Interviewed

VICE PRESIDENT Alben W. Barkley and his bride, the former Mrs. Carleton S. Hadley, were interviewed directly after their wedding ceremony in St. Louis by Bruce Barrington, news director for KXOK St. Louis. Interview was aired on ABC through KXOK's facilities. Description of couple as they entered and left church besides eyewitness description of ceremony itself by Helen Hennessy and Al Brandt, KXOK-ABC news reporters, also was aired by network through KXOK.

Races Filmed

OFFICIAL film of each of eight daily races at Fair Grounds in New Orleans is developed, flown to KBTV(TV) Dallas and put on air less than six hours after races are run. Film is that used by track officials and is taken from every vantage point, thus allowing televiewers to see race from every angle.

Salute to Radio

CIVIC, religious and trade union leaders in Seattle area participated in special series of telephone-recorded salutes to radio on occasion of National Radio and Television Week, Oct. 30-Nov. 5. Salutes were one-minute in length, and used by KJR Seattle during week celebration. All salutes were rebroadcast Nov. 5, tied together with commentary by John Condon, staff announcer. Idea was originated by Roland Bradley, station's program director.

University Format

SERIES of educational telecasts planned by Creighton U., Omaha, to be seen via WOW-TV that city every other Wednesday afternoon. Shows will present different phases of academic life.

Topical Discussion

RACIAL DISCRIMINATION in Chicago was described by three "victims of the minority situation" in "An Open Letter to Mayor Kennelly" on *Week in Chicago* last week on WOR (FM). Half-hour uncensored documentary, produced by News Director Robert Schakne, featured Alderman Archibald Carey reasserting that "discriminatory housing means bad housing for everybody." Union official described a riot in front of his house after union meeting there which was attended by Negroes. Jack Geiger, formerly of International News Service was co-producer.

Voices of Experience

DONATION day appeal for Crippled Children's Hospital over WTVR (TV) Richmond, Va., featured two "graduates" of hospital itself. Aaron Freeman, who had entered hospital years ago with club feet and spinal injury, hitch-hiked 110 miles to appear on show. Second guest, Arthur Seward, had been polio patient for 12 years in hospital. Their joint appeals and appearances aided immeasurably in station's efforts. Sound portion of show was recorded and rebroadcast over WMBG and WCOD (FM), both Richmond, later same evening.

Children's Chapel

CHILDREN of Ottilie Orphan Home, Jamaica, N. Y., Organist Lowell Patton, Ottilie chaplain, Rev. Dr. Donald W. Ruth, and "Aunt Byrtie" Ladd, CBS contralto, make up staff of *Chapel Hour* on WWRL Woodside, N. Y. Vested children's choir furnishes music and Rev. Ruth delivers five-minute sermon. Show is being prepared for transcription service on public service time from coast-to-coast early next year by its producer, Tom Wallace Productions, and WWRL.

Early, Easy Shopping

WITH eye to seeing that Los Angeles does its Christmas shopping "early, conveniently and wisely," KFWB Los Angeles is sponsoring its own Santa Claus in five weekly 45-minute programs. "Santa Claus" offers helpful hints for Christmas shopping, interviews guest personalities and plays records.

Children's One World

WASHINGTON children learn international relations the easy way due to program carried by WOIC (TV) Washington every Sunday afternoon. One child from a foreign legation meets with local children in theatre and discusses customs, costumes, speech, songs and occasional youthful pranks of children of his homeland. Show is sponsored by Home Appliance Co. and RCA Victor and titled *Your Junior Revue*.

Last Minute Arrangements

SCHEDULED broadcast of North Texas State Teacher's College and U. of Houston football game at Denton, Tex., recently, found KWBC Fort Worth unable to get telephone lines from playing field. Undaunted, Manager Lewis Love and Harvey Boyd, special events director, arranged with local flying school for two planes to fly from Denton airport with tape recorded play-by-play description of each quarter of game. Reels were rushed to airport, flown to Fort Worth, and dropped to KWBC transmitter. Playback had only hour's lag behind actual game.

Homeless Dogs

NEW contest sponsored by Lewis Food Co. on behalf of Dr. Ross Dog Food over *Dog of the Hour* gives animals from local pounds opportunities to receive new homes. In five-minute segment on KLAC-TV Hollywood, pictures of four dogs are shown. First viewer to call station and ask for certain dog, receives it, providing he promises to give dog good home.

Digest at Breakfast

TWENTY-minute morning show on WGH Newport News, Va., is designed to give listeners a "quickie" of sports, news and prayer. Bill Diehl, WGH sportscaster, is first to take up mike on *Breakfast Special* with round-up of overnight and coming sports events. He is followed by Ambert Dail with summary of world, national and state news. Short sermonette concludes show which is bounded on each side by music, weather and time signals.

TV Showcase

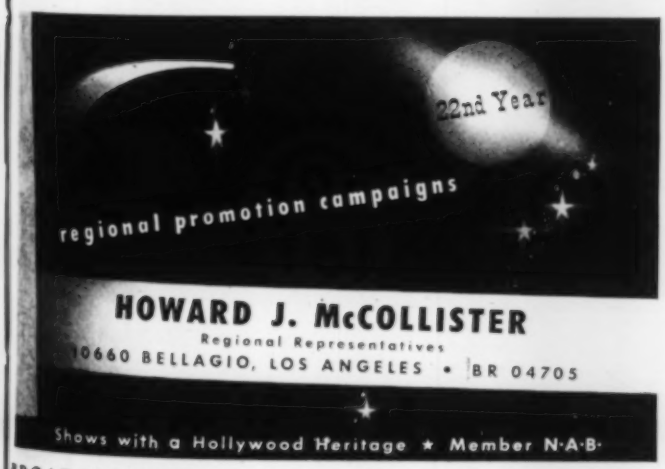
NEW YEAR will initiate new show on WOR-TV New York. Weekly half-hour nighttime period, exact time yet to be determined, will be devoted to trying out programs on one-shot basis. Station will provide facilities to advertising agencies and package producers who wish to try out prospective shows. Interested agencies and producers are invited to contact WOR-TV for discussion of further details.

Practical Series

NEW SERIES on WSB Atlanta, Ga., is feather in cap of Emory U. Radio Workshop. Series deals with phenomena currently affecting everyday life, with such titles as "Heat Endurance," "Home Sweet Home" and "Education For Marriage" already having been aired. Only professionals appearing on show are Don Stevens, WSB announcer, and Bob Van Camp, station musician. Rest of production is handled entirely by workshop students.

Shopping for Younger Set

SHOW aimed at children's interests and parents' pocket-books is being telecast at 6 p.m. Thursday over WKY-TV Oklahoma City. Toys, books and gimmicks that can be found in local stores are discussed and shown by Larry Cotton, m.c. of *Shopping With Cotton*. Program is participating, sponsored by stores in Oklahoma City where merchandise used on show can be found.


22nd Year
regional promotion campaigns
HOWARD J. McCOLLISTER
Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member N·A·B·

THE PICK OF THE NEW HITS!
on special "DJ" platters*

Dennis Day
Dear Hearts and Gentle People
I Must Have
Done Something Wonderful
DJ-806

Sammy Kaye
Echoes
Careless Kisses
DJ-805

Wayne King
The Light
In Your Eyes
Vienna, My City of Dreams
DJ-807

*"DJ" disks are special platters for disk jockey and radio station use!

RCA VICTOR RECORDS

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Wanted—Commercial manager who himself can sell and inspire others to sell. Southern city, population 50,000. 250 watts, FM 50 kw. Give full particulars first letter, with snapshot. Address Box 225D, BROADCASTING.

Manager-salesman wanted for new fulltime local independent in small western town. If you have first class operator's license, it would help. Ability to sell and service small town accounts primary. Good opening for man who will stay and make himself part of community. Send complete details, experience, references, picture, salary expected, etc. to Manager, KRPL, Moscow, Idaho.

Salesmen

Salesman, new station in small town, virgin territory. No other stations. Earnings unlimited. Salary, draw and commission. Must have car. Mid-Atlantic. Box 302D, BROADCASTING.

Announcers

New England net affiliate seeks permanent all-round man with news and sports experience. Must operate console. Send disc, photo and complete resume with expected salary. Box 224D, BROADCASTING.

Rural independent 5 kw now planning reorganization of staff. Will shortly have following openings. Two experienced announcers for all-round announcing. One to specialize on news and handling news room. One capable handling sports. One copy man to take charge of commercial copy dept. Send letter giving qualifications, references and salary. Disc will be requested later. Box 314D, BROADCASTING.

Technical

Wanted, two transmitter operators for new local, midwest kilowatt daytime station. Directional antenna experience desirable but not necessary. Send full qualifications first letter. Box 223D, BROADCASTING.

Experienced licensed combination man with emphasis on good board operation. Some announcing. State minimum starting salary needed. KISD, Sioux Falls, S. D.

Engineer-announcer for fulltime Mutual station. State salary and background. KSST, Sulphur Springs, Texas.

Production-Programming, others

Combination copywriter-traffic girl for Florida ABC affiliate.Must be accurate on traffic, good typist, fast copywriter. Good salary, good working conditions. Send complete record experience. Sample spot and program scripts. Photo, references. Box 220D, BROADCASTING.

Spot and continuity writers, now employed for free lance assignments. Send qualifications. Box 329D, BROADCASTING.

Situations Wanted

Managerial

Well qualified. Will accept salary plus commission. Guarantee to make money. Box 5D, BROADCASTING.

Successful manager, capable full responsibility, best references. Desires greater opportunity. Box 232D, BROADCASTING.

Station manager, 7 years commercial manager. Experienced in new station organization. Top record. Presently earning $7000 as commercial manager. Promotion-minded. Excellent reputation in community. Highest recommendations. Box 301D, BROADCASTING.

Situations Wanted (Cont'd)

Have just pulled a 1 kw station out of the red and into the black. Didn't do it by putting my feet on the desk and mouthing meaningless phrases, but by intelligent programming, selling and aggressive activity. Ready for next step up. Am willing to tackle anything, no matter how hopeless it looks. Present position and salary excellent. Write Box 285D, BROADCASTING.

General manager, commercial manager or both. No hotshot, no miracle man. Just good solid business executive, strong on sales, thorough knowledge of programming and public relations. 15 years radio and newspaper management and sales. Can efficiently operate going station or build new one. Excellent background, best references. Write Box 289D, BROADCASTING.

Manager, young, aggressive, strong on sales. Record of successful management. College graduate. Box 296D, BROADCASTING.

Manager-sales manager with top record in billing. 8 years experience in all departments both network and independent operations. Know good radio and how to sell it. College graduate with excellent references. Desires only permanent and sound proposition. Box 307D, BROADCASTING.

In the red? No. 2 man with successful major market independent seeks no. 1 job. Excellent ten year record. Thirty, married, university graduate. Box 319D, BROADCASTING.

Sales manager who in past 17 years has personally sold millions of dollars in local time at WAVE Louisville, seeks job as commercial manager of substantial southern station or as manager of smaller outlet. 45 years old. Married, two children. Florida or Gulf Coast preferred. Complete references available either direct or from WAVE. Correspondence confidential if you wish it. Address James F. Cox, P.O. Box 212, Anchorage, Ky.

Salesmen

Thoroughly experienced producer, hard worker, good record, wants better opportunity. Box 233D, BROADCASTING.

Sales manager, topflight salesman with 8 years experience in all phases of radio. Have knowhow to increase your billings. Want sound proposition. College graduate. Best of references. Box 308D, BROADCASTING.

Salesman—Dynamic, aggressive, experienced. Good appearance, best references. College graduate. New York, New England. Box 310D, BROADCASTING.

Announcers

It always takes a little more than "just money" to tempt a superlative announcer away from a good job. But I'm willing to build a high rated disc show for you in return for a little less diversification. My income is above average (for where I am), but the things I have to do for said moneys are too numerous to mention. If you're a progressive eastern station, I've got a key to the public taste and two and a half years of experience to offer. What do I hear? I'm pleasant and courteous and you'll have a prompt reply. Box 846c, BROADCASTING.

No genius here. Good announcer, writer, operator. Crystal voice. Sober, single. 25. Fearless worker. Box 263D, BROADCASTING.

Announcer, 23, single. 1½ years experience, know board, copy and accounts, will travel. Box 264D, BROADCASTING.

I have a good voice, am nineteen years old, a high school graduate and have part time announcing experience. Desire a fulltime position. Salary secondary. Willing to learn. Disc upon request. Box 277D, BROADCASTING.

Situations Wanted (Cont'd)

If you're looking for a record man whose primary interest is in selling your sponsors products on an all-night, all-morning, all-afternoon or all what-have-you show, I've had them all hours of the day and night from 15 minutes to 6 hours. Interested only in major market that can stand salary of $200 or more a week. Want to talk it over? Write Box 286D, BROADCASTING.

$60.00 weekly invested in my announcing ability will prove lucrative to your station. You be the judge after hearing my disc which is available at Box 292D, BROADCASTING.

Announcer, radio training two years. Excellent deep voice, pleasing style and selling power. Want initial break to get needed experience. Excelling in commercial copy and newscasting. Can handle all sports. Can run control board. Will travel anywhere. Available immediately. Disc and background on request. Answer all offers. Box 295D, BROADCASTING.

Versatile announcer, fine network caliber voice, formerly with Mutual affiliate, midwest. Desires position with important, ever-active station. New England, N. Y. state or S. East. Handle all shows and events with facility, can do topflight news job. Warm commercial delivery. Would appreciate salary mention, however, salary is secondary to location and opportunity. Disc, photo, background supplied. Box 299D, BROADCASTING.

Experienced announcer, sportscaster, play-by-play. Just finished football season large market. Capably handle basketball, baseball, professional only, young, married. Box 303D, BROADCASTING.

Deep resonant voice, graduate radio school and six months on station as announcer and operator. $50 week minimum. Prefer midwest. Box 305D, BROADCASTING.

Talented showman—Experienced staffer—jockey—actor—PD. Large and small operation background. Mature. Reliable. Box 313D, BROADCASTING.

Sportscaster, baseball specialty. Experienced all phases. Employed. Outstanding recommendations. Seeking larger market. Box 317D, BROADCASTING.

I have the experience that you may be able to utilize. At my last station I did newscasts, commercials, disc shows, 15 minute nitely sportscast, remotes and have a thorough knowledge of board control. Am interested in an independent eastern seaboard station. Disc and picture upon request. Box 324D, BROADCASTING.

Announcer-engineer, six months independent station experience. $50 week start, disc, available immediately. Box 325D, BROADCASTING.

Experience is your station's key to success. Announcer 1½ years, production 3 years, age 28, wants permanent staff job. Will travel. Disc, resume available. Box 326D, BROADCASTING.

Announcer-console operator. Have studied with professionals and had on-air experience in interview, news and disc jockey shows. Will travel—willing to let audition recording and resume sell me for reasonable starting salary. Please write, Box 328D, BROADCASTING.

Announcer, willing to try anything once. 15 months experience Mutual affiliate. M. S. Gulla, 5009 S. Talman Ave., Chicago 32, Ill.

Announcers—Early morning men. Top commercial men trained in all-round announcing, writing and production. $40-$50 to start. Pathfinder School of Radio, 1222-A Oak St., Kansas City, Mo. HA-0473.

Announcer-continuity writer, veteran, 23, single, six months experience, DJ, news, general staff, console operation. Very interested in production. Desire change to progressive station. Available immediately anywhere. Disc and photo available. Robert F. Rauch, 724 South Grand Ave., Fort Thomas, Ky.

Versatile radio grad. Announcer—actor—pianist. Anxious start. Joey Reale, 7825 S. May St., Chicago 20, Ill.

Announcer, small network outlet, anywhere. High recommendations last employer. Substantial salary, experience main objective. Disc available. R. W. Whittemore, 9524 Bruce Dr., Silver Spring, Md.

Situations Wanted (Cont'd)

Technical

Experienced engineer, studios, transmitters, any offers please? Box [illegible] BROADCASTING.

Engineer, first phone license. Experienced transmitter and control board operation. Single, car. Box [illegible] BROADCASTING.

Combination engineer-announcer, one year experience, accent announcing, available on two weeks notice, has car, desire permanent position providing advancement, minimum $55 for forty hours. Box 251D, BROADCASTING.

Engineer, two years commercial broadcast, three years Army radar experience. Graduate leading radio school. Will travel. Box 257D, BROADCASTING.

Capable, experienced engineer desires permanent position in Florida. Excellent references. Experienced through 5 kw directional AM and high power FM. Box 287D, BROADCASTING.

Transmitter engineer, BSEE, first class phone license, 2½ years communications maintenance supervisor at large North Atlantic radio relay and aircraft control station, approximately 6 channels to 10 kw, phone, CW, RTTY and all navigational aids. Box 290D, BROADCASTING.

Engineer, first phone, 30, two years college, CREI graduate, ten years radio experience, nearly two years AM-FM development with broadcast station equipment manufacturer, three months station. Midwest, southwest location preferred. Box 300D, BROADCASTING.

Engineer, chief or staff, 28 months experience at 250 watt to 5,000 watt stations, including construction. Box 316D, BROADCASTING.

Engineer. Have gone as far as I can in present position. 2 years experience all phases AM and FM station operation and maintenance. Single, car, available immediately. Box 322D, BROADCASTING.

Engineer, first class telephone license. Amateur, inexperienced. Any offer considered. Box 323D, BROADCASTING.

First class license. Graduate of technical school. Young, single, car, will travel. Do not smoke or drink. References. Eugene Brown, Alden, Iowa.

Engineer, 1st class radiotelephone. Will travel. Desire permanent position. Technical school graduate. Joseph Kolb, 1812 Second Ave., N.Y.C.

Presently employed as chief. Seven years in radio. Have built two 1 kw one which was a directional. Also have increased power of 3 kw FM to 10 kw. Graduate CREI. 507 Pine St., Atlantic, Iowa.

Young man with first phone desires position. Will go anywhere, no experience, but reliable. W. M. Dickinson, 515 West 5th, Mitchell, S. D.

Engineer, AM-FM. 3 years console, transmitter, maintenance. Will travel. Midwest. 40 hrs. $50. E. Eaton, Trailer Village, R5, Muncie, Ind.

Engineer, 1st phone, telegraph. Married, vet, five years aircraft maint. experience. Prefer east coast. Consider anywhere. Victor Madaras, 1[illegible] Hoe Ave., Bronx, N. Y.

Holder of first class phone. No experience, vet, married. Willing to travel. Box 327D, BROADCASTING.

Engineer, experienced all phases broadcasting including combo. Desire position within 400 miles New York. Available January 1st. $60. Box 331D, BROADCASTING.

Combination man, first phone, experienced with independent FM station, 21, married, car. Prefer Nebraska or vicinity. All replies considered and answered. Disc and photo on request. Gene Lienemann, 531½ North Poplar, Fostoria, Ohio.

Production-Programming, others

Program director for southern California station. Twelve years experience in two local and network stations. Announcing emphasis on classical music. Box 175D, BROADCASTING.

Young lady, completely experienced in all phases of radio desires position with progressive station. Box 256D, BROADCASTING.

Situations Wanted (Cont'd)

News director-announcer for AM or TV. Six years with major market network station. Distinctive voice, selling delivery, top references, solid background, local reporting and wire rewrite experience. Box 261B, BROADCASTING.

News editor-program director, 8 years experience all phases, competent, reliable, sober, interview or e.t. Box 278D, BROADCASTING.

Program director, experienced. Now employed desires same job elsewhere. All letters answered. Box 293D, BROADCASTING.

Programming, production, administration plus plenty air ability makes top program director. 7 yrs. experience. Prefer midwest, east. Available immediately. Box 288D, BROADCASTING.

Imaginative, intelligent young woman experienced in copy, traffic, office. Advancement is primary goal. Best references. Box 290D, BROADCASTING.

Experienced young woman, handles women's programs, continuity writing, program building. B. S. Degree in speech-radio. Presently employed, desires change of location. Good air voice, thoroughly trained all phases. Travel anywhere. Box 291D, BROADCASTING.

Wanted, job for one program director and one announcer. Both employed. Box 294D, BROADCASTING.

Three years, programming, announcing, selling, ideas, sober, reliable, everything answered. Box 304D, BROADCASTING.

Program director, very versatile. 3 yrs. experience all phases of radio. Some TV experience. Desire permanent position in progressive community. Box 311D, BROADCASTING.

Midwest only, qualified man, presently program director. Desires position as sports announcer. 4½ years experience. Minimum base, $65. a week. Box 315D, BROADCASTING.

Adv. agency man headquartered Los Angeles-Hollywood available to represent agency on west coast. Ten years experience. Radio and TV producer-director-writer. Account executive experience. Finest references and credits. Married. Box 318D, BROADCASTING.

Program director, experienced independent and network, excellent record, top references, wants good opportunity. Programs increase sales, listening audience. Network quality voice, can do all types shows, own specialty shows. Details references, disc on request. Please state salary. Box 320D, BROADCASTING.

Program director, thirteen years experience large station and network programs desires position with an aggressive AM or TV station. Excellent references and outline of background upon request. Box 321D, BROADCASTING.

Seasoned broadcaster, experienced as writer-announcer, news editor, program manager, salesman and station manager. College graduate, family man, age 34. Seeks permanent position as program manager or news-and-special events director in eastern station. Write Box 331D, BROADCASTING.

Writer-director, sustaining dramatic series with staff announcing experience, wants station with production opportunities. Disc, photo, references, scripts, et al. R. W. Dowling, 2036 20th St., Astoria, N. Y.

Continuity preferred by capable ambitious, energetic, versatile young lady experienced in all phases of radio, will travel. IH, 4236 Lindel, St. Louis.

Television

Production-Programming, others

Station managers—We can give you economical, complete, programming with an experienced television team. Box 258D, BROADCASTING.

For Sale

Stations

For sale, New York city area AM station. $125,000. Broker. Box 830c, BROADCASTING.

Radio station—One of the most powerful in the south, 10,000 watts. Earning power tremendous. A good investment required, but, figuring on value received it is a splendid buy. Terms available. Address all inquiries to P. O. Box 1643, Birmingham, Ala.

For Sale (Cont'd)

Equipment, etc.

RCA 69C distortion meter, excellent condition. First check, $225.00. Box 297D, BROADCASTING.

For Sale—Complete and modified model 104-B W.E.1 and 5 kw transmitter. Two crystal oscillators with ovens. Uses power transformers throughout. Two water cooled 343-As in push pull in final. In service, but available February 1, 1950. Price $10,000. KGVO, Missoula, Montana.

One 3 kw GE FM transmitter 99.1 mc type BT-3-B; one 2 bay GE FM circular antenna type BY-2-B; one 278 ft. self-supporting American Bridge tower with 22 ft. antenna support, complete with A-3 lighting unit and 400 ft. 1⅝" Seal-O-Flange transmission line, dry air compressor. Make us an offer. Station WDOS, Oneonta, N. Y.

For sale, 250 ft. extra heavy IDECO self-supporting tower with top hat. A. James Ebel, Radio Station WMBD, Peoria, Ill.

For sale, RCA 1 kw transmitter. Fair condition. Very reasonable. A. James Ebel, Radio Station WMBD, Peoria, Ill.

For sale—Two RCA 44BX microphones with desk stands, used few times only. New less than year. Original cost $103.00. Price $75. One RCA radio-microphone (walkie talkie suitable for man-on-the street, etc.) Type BTP-1A with crystal for 26.17 mc. Used only few times, new 7 months ago. Three sets of extra tubes and batteries. Original cost $238.05. Cash $170.00. WRSW, Warsaw, Indiana.

Gates 28 CO limiting amplifier used 90 days, excellent condition, $210.00. Collins 12 H console, has new relays in good operating condition, $250.00. Contact Chief Engineer at WVOP, Telephone 327, Vidalia, Ga.

2 Presto 6N recorders and 1 90A amplifier in portable carrying cases. Excellent condition. Alan Higgins, 826½ S. Limestone St., Springfield, Ohio.

For Sale: One Presto model Y4 recorder, new condition. One Ampex model 200 30" per second tape recorder, practically new. Two 9-A Western Electric reproducers complete with filters. Make offer. W. D'Orr Cozzens, Chief Engineer, Intermountain Network, Salt Lake City, Utah.

Wanted to Buy

Stations

Interested buying local or regional if priced right. Supply sufficient information in confidence. Experienced broadcaster, Box 231D, BROADCASTING.

Equipment, etc.

Will trade on used kilowatt AM transmitter and accessories almost new 49 Lincoln Cosmopolitan sport sedan, maroon. Box 306D, BROADCASTING.

Wanted—One recording turntable with mechanisms and head; associate amplifier, accessories. Radio Station WJJL, Niagara Falls, N. Y. Phone 5266

For Sale

Equipment

1 Model 101 Wincharger 200 foot tower including lighting equipment and base insulator. Good condition. Dismantled now. 1 Gates type BF 250-B FM broadcast transmitter including spare tubes, dual crystals for 101.1 mc. Condition as new. Frequency monitor Hewlett-Packard Model 335B. Condition as new. 1 Gates transcription table CB-8R with complete recording mec and Gates recording amplipher RA-10. Excellent condition. First reasonable offer for all or any part. Available now in St. Louis, Mo. KXLW. 8135 Forsyth, St. Louis 24, Mo.

HOMES HIT THE SPOT

WTUX Sells Builders' Units Like Hotcakes

MEN who represent cooperative selling enterprise by two businesses—real estate and radio—inspect one of the Gordy veterans' homes developments in Wilmington. They are (l to r): Ralph Gordy and Edward Gordy, builders; Jack Dougherty, sales representative, and Gordon MacIntosh, president, WTUX Wilmington.

* * *

ONE-MINUTE radio spots were turned out almost as fast as hot cakes to promote the sale of homes to veterans in the medium income bracket over WTUX Wilmington, Del., facilities. And in 14 weeks through last spring and summer, the houses sold as fast as the proverbial breakfast food.

The success story, as compiled from facts supplied by Howard R. Robinson, WTUX general manager, is this:

From 10 to 12 spots were aired daily, particularly in the afternoon. The builder, Gordy & Son Co., used only radio for its advertising and WTUX as the only outlet. The homes sold at a price ranging from $7,000 to $8,000. About $15,000 was spent by the firm for the spots.

Result of the promotion is best shown by the statement contained in a letter from the firm president, E. S. Gordy, to WTUX, which speaks for itself:

"We have sold 350 homes, amounting to a gross sale of $2,298,000. Four out of every five people who purchased homes were directly traceable to radio advertising on station WTUX. We feel that in the short period of 14 weeks this has been the biggest selling job ever done in real estate in Delaware and very probably the biggest selling job radio has done for any advertiser. . . ."

The real estate company thought it had enough homes to last until next year. But the entire output was sold and it is now starting a new development. Gordon J. MacIntosh is president of Port Frere Broadcasting Co. which operates WTUX.

Situations Wanted

Announcers

The name is Van Charles. The show is a D.J. Hooperatings jumped from 5.0 to as high as 29.5 on 1 kw. Good reason for leaving present employer. Network caliber. Highest references. Will staff announce using own D. J. show, sustaining, until sold. Single, 30, will go anywhere for right offer. Box 312D, BROADCASTING.

WRCO DEDICATED

New 250 w Fulltime Outlet

FORMAL dedication of WRCO Richland Center, Wis., was held Nov. 6 in the Richland Center city auditorium. More than 500 attended. Guest speaker was Sen. Alexander Wiley (R-Wis.). Other speakers included Rev. Owen Mitchell, Rev. Charles Hubanks, Mayor Vernon Thomson, Kenneth S. Gordon, general manager of KDTH Dubuque, Iowa; WRCO General Manager Thomas R. Kelley and Robert J. Bodden, program director.

WRCO went on the air Oct. 18. Owned and operated by the Richland Broadcasting Corp., WRCO operates on 1450 kc with 250 w fulltime.

* * *

Sen. Alexander Wiley (l) congratulates WRCO General Manager Kelley following the station's dedicatory program.

KWSC Pullman, Wash., reportedly is only station in nation using burlap temporarily for accoustical treatment. Station is being remodeled.

IDEAS on FM's status are exchanged by these delegates at a business meeting of FM station executives, radio distributors and manufacturers in Philadelphia [BROADCASTING, Nov. 14] (l to r): Hugh Boyer, Zenith Radio Corp. district manager; Raymond F. George, Philco Corp. national sales promotion manager; Walter L. Lawrence, RCA Victor Div. promotion dept.; Dr. Millard C. Faught, president of Faught Co., New York, management consultants; Lawrence M. C. Smith, WFLN (FM) Philadelphia president; Edward L. Sellers, executive director of FM Assn., Washington, D. C., and Raymond S. Green, WFLN general manager

BLOOD APPEALS

D. C. Outlets Aid Co-worker

PROMPT action by WRC Washington, followed by complete cooperation on the part of radio and television stations in the nation's capital Nov. 17, probably saved a life.

Ed McGinley, WNBW (TV) engineer, developed complications while undergoing an operation at Garfield Hospital. Transfusions were ordered. Mr. McGinley had received over a gallon of blood, when the hospital started to run out of the rare type needed. WRC, where Mr. McGinley had been a recording engineer, was informed. WRC's newsroom and announcing staff immediately contacted other stations in Washington with a plea for station break appeals for blood donors.

So effective were bulletins and personal pleas from disc jockeys that switchboards at stations were all but swamped. WTOP received a volunteer call from Connecticut. WRC and WMAL each received 70 calls. The following morning, the hospital reported Mr. McGinley out of danger. Washington area stations cooperating were WOL WWDC WMAL WINX WEAM WTOP WASH (FM) WRC WTTG (TV) WOIC (TV) WMAL-TV and WNBW (TV).

FRANKLIN ELECTED

Is RWG President

PAUL FRANKLIN, Hollywood writer, was elected president of Radio Writers Guild to succeed Erik Barnouw at RWG membership meetings in New York, Los Angeles and Chicago Nov. 17. In New York, Sheldon Stark was elected regional vice president, succeeding Welbourn Kelley.

Other New York region elections: Delegates to Authors League Council—Arnold Perl, Howard Rodman and Messrs. Stark and Kelley; to Regional Council (two-year terms) —Pete Lyon, Philo Higley, Hector Chevigny, Robert Newman, Julian Funt, David Cogan, Jack Bentkover, Ira Marion, Norman Ober and Messrs. Perl, Barnouw, Rodman, Kelley; holdovers for one more year — Robert Cenedella, Sylvia Berger, James Hart, Daisy Armoury, Lillian Schoen, Nelson Kramer, Harry Bailey.

COLLEGE RADIO

Wide Use Commercial-wise

WIDE use of commercial stations for radio programming by four-year colleges and universities is emphasized in a survey completed by Kenneth Christiansen, of the Stephens College, Columbia, Mo., Radio Education Dept. According to Mr. Christiansen, the conclusions best answer criticism that commercial radio is giving little cooperation in educational broadcasting ventures.

His figures show 226 institutions using commercial station outlets for radio programs and 15 colleges and universities using TV facilities of commercial stations. Also revealed are 280 colleges and universities using 980 outlets for radio programming activities. In addition, Mr. Christiansen's survey points out, five institutions are using a nation-wide network, four using state-wide networks and three using regional network facilities. Eighty-seven institutions carry programs over their own educationally owned and operated facilities, including 31 AM, 18 FM, 45 wired-wireless, four commercial AM and three commercial FM outlets.

Boettiger & Summers

NEWLY-FORMED Boettiger & Summers Advertising Agency, Charlotte, N. C., will include the handling of radio accounts, according to Audrey Summers, firm's partner. Miss Summers formerly was associated with WBT Charlotte as publicity director. Prior to the establishment of Boettiger & Summers, she was with Appliance Service Corp., affiliate of Southern Appliances, as sales promotion specialist. Mr. Boettiger was associated with Ayer & Gilbert, Charlotte advertising agency, for two and a half years following a seven year service in the army. Agency has its offices at 317 No. College St.

CENSUS DATA

Marketing Aid—Hous

RADIO and television set data in the 1950 U. S. decennial census will provide important material to aid marketing, according to Phillip M. Hauser, acting director of the Census Bureau.

Addressing the Market Research Council meeting in New York Nov. 18, Mr. Hauser said significant changes among U. S. populace and institutions as a result of the war will be shown by combined data produced by the decennial and the current censuses of manufacturing and business.

The Bureau does not make any systematic attempt to get information relating to advertising media, Mr. Hauser said, but "two fundamental important types of data of this character will be available as a byproduct of other census objectives.

"Statistics will be made available as usual on the distribution of radios throughout the land (including both AM and FM although they will not be shown separately). Also, for the first time statistics will be available on the presence of television in American homes. The availability of these statistics in relation to the size and characteristics of consumer markets and channels of distribution needs little elaboration from the standpoint of marketing research potential," he said.

Plans Quality Checks

Mr. Hauser explained the bureau will provide quality checks measuring the degree of completeness of the enumeration, and various aspects of the quality of the results. He said the new bench mark statistics for population, housing, agriculture, business and manufactures also will increase the opportunities of the bureau to provide sampling services to marketing groups.

Tons of Sausage

THERE'S a butcher in Huntington, W. Va., who is really sold on radio. During the recent strikes which stymied business, he decided to do something about giving it "a shot in the arm." Jake Brumfield marked his sausage down from the average 40¢ lb. to a special 25¢ lb. and then told everybody in town about it by sponsoring a Friday night football game over WPLH-AM-FM Huntington. By noon Saturday, his entire stock of sausage—three tons —was sold. When Jake's market closed that evening only a beef and a half and three hams were left. Demand for the sausage continued during the next few days. Mr. Brumfield prepared and sold six more tons.

Florida

Top network station in excellent market.

$70,000.00

Texas

Profitable fulltime facility in a booming area.

$115,000.00

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C. — James W. Blackburn, Washington Bldg., Sterling 4341-2

CHICAGO — Harold R. Murphy, 333 N. Mich. Ave., Randolph 6-4550

SAN FRANCISCO — Ray V. Hamilton, 235 Montgomery St., Exbrook 2-5672

DUNKERS NOTE!
WOWO Plugs Coverage

KEEPING its eye on the doughnut, which corresponds to Fort Wayne's outside trading area, WOWO Fort Wayne has launched a nationwide promotion campaign that may make coffee dunkers of a good many radio people. Start of the drive was placement of a full page ad in the Nov. 14 issue of BROADCASTING.

On Nov. 15, packages each containing a dozen doughnuts, a packet of instant coffee, reprint of the ad and a personal letter from Paul Mills, station's sales manager, were delivered to over 500 timebuyers. Hollywood studio models made deliveries in that city; in Chicago, Andry Frain ushers were employed; Western Union services carried it through in New York, while in San Francisco, Atlanta and Fort Worth, deliveries were taken over by Free & Peters salesmen.

In Fort Wayne, local salesman personally delivered the packages to agencies and important clients and prospects. Station plans to continue the campaign by direct mail and other media.

CONGRATULATIONS are in order for Bernard Mullins (r), public relations director, WTIC Hartford, Conn., on occasion of 400th broadcast of university program, *Yale Interprets the News*. Yale President Charles Seymour (c) extends salutations, while Arnold Wolfers, social sciences professor, looks on. Mr. Mullins has served as interviewer throughout history of program inaugurated on Jan. 11, 1942.

BBDO timebuyers in New York try WOWO fare (seated l to r): Eleanor Scanlan, Fred Stoutland, Frank Silvernail, and Hope Martinez. Standing is Arthur Barry, Free & Peters' account executive on BBDO.

SPECTRUM
Special Group To Study Government Use

A PLAN to set up a special government interdepartmental commisssion for the purpose of studying use of radio frequencies by various agencies is being launched under the direction of President Truman, it was learned last week.

The commission also would probe the field of international communications engaged in by private firms, it was understood. While no details were disclosed, it is believed the special group would comprise officials of government branches presently operating their own extensive communications systems.

Government use of spectrum space has evoked considerable concern among private users, especially the broadcast-TV industry which feels the government should be compelled to justify the use of frequencies which might otherwise be allotted to standard radio and television station. A Congressional committee also has undertaken a probe of frequencies [BROADCASTING, Oct. 17, 24].

The government plan, now in the development stage, reportedly would provide for a five-man commission, with personnel to be selected from government agencies directly concerned with radio communications. Key branches include the State Dept., FCC, Dept. of Defense (Army-Navy-Air Force), Dept. of Commerce, General Services Administration and others.

A Senate Interstate Commerce communications subcommittee announced last month it would launch a probe of the whole spectrum problem sometime next January. In any event, some authorities feel the government action "at least" implements the decision of the subcommittee, headed by Sen. Ernest McFarland (D-Ariz.), to determine whether radio frequencies currently are being used to the best advantage.

Disclosure of the government's plan to set up its own group is believed to be a followup to Congressional probe action, since the McFarland group has manifested keen interest in the use of frequencies by each agency. The five-man commission would seek out that information, according to reports.

The subcommittee probe also encompasses an inquiry into the extent of government operation of communications systems in competition with privately-operated wire and telegraph companies.

Spokesmen said Sen. McFarland had not been officially apprised of the government's plan to set up a special group. Personnel will be selected after the interested agencies and branches have first submitted suggestions and comments to the Bureau of the Budget, it is understood.

AIMS AT TOURISTS
WYVE-Chamber Plugs Town

EVER since radio went commercial, and that's close to 30 years ago, stations have depended upon listeners in various regions they serve as their ultimate source of revenue. That remains true today. But a variation in this familiar pattern is a step taken by WYVE Wytheville, Va.

This "different" approach is an idea originated by WYVE's Commercial Manager Erle Howery and Announcer Nick Carter and sponsored by the Wythe County Chamber of Commerce. It's a new type program called *Your Radio Tourist Guide*, which is directed, not to the station's regular listeners, but to tourists. With an eye to increasing Wytheville's share of the tourist trade, the program is sponsored year-round, 15 minutes daily across-the-board. The theory behind the show is to reach tourists when they are within 90 to 100 miles of Wytheville, at a time during late afternoon when most travelers begin to think about stopping for the night and when they are still within one or two hours driving time of Wytheville.

Featuring Wytheville's attractions for the tourist, the program's format includes soft music and tips on the "best" places to eat and sleep, and the best travel routes in Tennessee, North Carolina, West Virginia and Virginia, as recommended by the Chamber of Commerce.

The Texas Rangers

"AMERICA'S FINEST WESTERN ACT"!

The Texas Rangers, stars of stage, screen, radio and television, early this summer made a personal appearance tour in the Midwest. They are pictured here in Oklahoma City, when they were commissioned honorary Colonels of the State of Oklahoma by Governor Roy J. Turner.

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooperatings as high as 27.4.

Advertisers and stations – ask about our new sales plan!

Wire, write or phone

ARTHUR B. CHURCH *Productions*
KANSAS CITY 6, MISSOURI

For Sale

RADIO TOWERS

4 135-ft. Blaw Knox self-supporting towers.

10 200-ft. Skyline Guyed towers (originally micro-wave relay towers, two of them tied together with reflector screen on top, making five relay units; or broken down, will make ten single 200-ft. guyed towers for AM stations, police, cab radio, etc.)

Most of this equipment has never been erected.

SCHUMAKER
CONSTRUCTION COMPANY
Erectors of Towers, Antennas, and Coaxial Cables
East Michigan Street—Michigan City, Ind.

FCC Actions

(Continued from page 49)

Applications Cont.:

License Renewal

WMAL-TV Washington, D. C.—License renewal commercial TV station.

License for CP

WMBR-FM Jacksonville, Fla.—License to cover CP new FM station.

KLMO Longmont, Colo.—License to cover CP new AM station.

License for Aux.

KIT Yakima, Wash.—License to use old main trans. as aux. with 1 kw on 1280 kc.

APPLICATION RETURNED

License for CP

WSFL Springfield, Mass. — RETURNED application for license to cover CP new AM station.

APPLICATION DISMISSED

FM—97.1, 95.7 mc

The First National Bank of Montgomery and Margaret Covington Milwee, executors of estate of G. W. Covington Jr., deceased, Gadsden and Selma, Ala.—DISMISSED Nov. 16 applications for new FM stations at Gadsden (97.1 mc) and Selma (95.7 mc).

November 23 Applications . . .

ACCEPTED FOR FILING

AM—1260 kc

WMFJ Daytona Beach, Fla.—CP change from 1450 kc 250 w unl. to 1260 kc 1 kw unl. DA-N.

AM—740 kc

KRMG Tulsa, Okla.—CP change from 10 kw to 25 kw.

Modification of License

WNAV Annapolis, Md.—Mod. license increase power from 500 w to 1 kw on 1430 kc.

Modification of CP

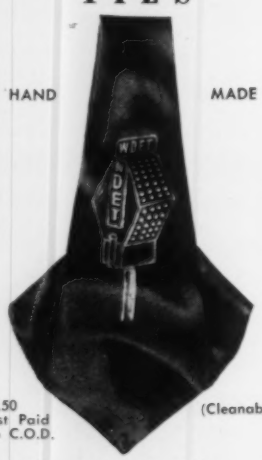
KVLC-FM Little Rock, Ark.—Mod. CP new FM station for extension of completion date.

WXRC Buffalo, N. Y.—Same.

WDAR-FM Savannah, Ga.—Same.

KFYO-FM Lubbock, Tex.—Same.

YOUR OWN
CALL LETTERS
Hand-lettered in gold on luxurious
MAROON SATIN
TIES
HAND MADE



$2.50 Post Paid No C.O.D.
(Cleanable)
Allow 2 weeks for delivery
Add 3% sales tax for Michigan residents.

Hessing's Men's Shop.
Lobby, Hotel Statler,
Detroit, Michigan.
Gentlemen:
Please send me.....CALL LETTER TIES with the following call letters ..... Enclosed is $..... in check/money order.
Name .....
Address .....

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO NOVEMBER 24

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,075	2,032	199		326	264
FM Stations	744	480	321	*9	49	28
TV Stations	92	25	88		354	182

*5 on air

• • •

CALL ASSIGNMENTS: KALG Alamogordo, N. M. (Otero Bcstg. Assn., 1230 kc, 250 w); KCHI Chillicothe, Mo. (Cecil W. Roberts, 1010 kc, 250 w day); KPAT Pampa, Tex. (Radio Station KICA, 1230 kc, 250 w); KVPH Snyder, Tex. (Scurry County Bcstrs., 1220 kc, 250 w day); WCLB Cobleskill, N. Y. (Schoharie County Community Service Bcstg. Corp., 1420 kc, 1 kw day); WKLK Cloquet, Minn. (Cloquet Bcstg. Co., 1450 kc, 250 w).

* * *

Docket Actions . . .

FINAL DECISIONS

Announced decision granting application of WILS Lansing Mich., to switch from 1430 kc 500 w D to 1320 kc 1 kw unl. DA-N and denying applications for Central Michigan Radio Corp., Lansing and Charlotte Bcstg. Co., Charlotte, Mich., for same facility. Decision Nov. 18.

Announced decision adopting initial decision as Commission's decision denying as in default application of Video Bcstg. Co. for extension of completion date for construction of KTVU(TV) Portland, Ore. Decision Nov. 18.

INITIAL DECISION

Initial decision issued by Hearing Examiner Elizabeth C. Smith to deny as in default application of Bexar Bcstg. Co., San Antonio, Tex., for extension of completion date to construct

WITJ Ithaca, N. Y.—Mod. CP new noncommercial educational FM station for extension of completion date.

KWBW-FM Hutchinson, Kan.—Mod. CP new FM station to change ERP to 1.48 kw, ant. height to 191 ft. above average terrain.

License for CP

KNEU Provo, Utah—License to cover CP new AM station.

WDXY Spartanburg, S. C.—Same.

WBKB(TV) Chicago—License to cover changes in facilities.

License Renewal

WALE Fall River, Mass.—License renewal AM station.

TENDERED FOR FILING

AM—1440 kc

WJPG Green Bay, Wis.—CP change from 810 kc 1 kw D to 1440 kc 1 kw-D, 500 w-N unl. DA-N.

APPLICATION DISMISSED

WEBS Chicago—DISMISSED Nov. 15 application for mod. CP new AM station to make changes in ant. and change trans. and studio site.

Radio-TV Panel

DR. WALTER K. KINGSON, head of radio division, UCLA, will be a member of a panel of speakers taking up various radio and television questions at the first public meeting of the Southern California Assn. for Better Radio and Television, today (Monday) at John Burroughs Junior High School, Los Angeles. Other speakers will include Dr. Richard Atkinson, lecturer, and Mrs. W. J. Armstrong. Rev. Clifton E. Moore, chairman of the Radio Committee of Los Angeles Church Federation, is moderator. Among the questions to be discussed will be "do crime programs on radio and television have any effect on children?" and "how can radio be used for both show business and mass education?"

new AM station there on 990 kc with 1 kw daytime. Decision Nov. 23.

OPINIONS AND ORDERS

Adopted memorandum opinion and order dismissing petition of Batesville Bcstg. Co. Inc., Batesville, Ark., requesting Commission to withhold decision on its petition for reconsideration and rehearing, directed against FCC ruling of April 1 denying Batesville Bcstg. application and granting that of White River Valley Bcstrs. Inc., and denied petion for reconsideration and rehearing. Order Nov. 18.

Adopted order staying effectiveness of initial decision of Oct. 14 re applications of Belle City Bcstg. Co., Racine, Wis., and Metropolitan Bcstg. Co. of Milwaukee, pending further review by FCC; denied Belle City petition requesting that initial decision be made final immediately. Order Nov. 18.

Non-Docket Actions . . .

TRANSFER REQUESTS

WESX Salem, Mass.—Assignment of license from North Shore Bcstg. Co. to North Shore Bcstg. Corp., new firm owned equally by James D. Asher and Joseph H. Tobin, each 48.2% owner WJDA Quincy, Mass. Consideration $75,000. Charles W. Phelan, sole owner of assignor, retires because of poor health. WESX assigned 1230 kc, 250 w. Filed Nov. 18.

Deletions . . .

Two AM and eight FM authorizations deleted by FCC. AM dropouts since first of year total 38, FM 178, TV 11. Deletions, effective dates and reasons follow:

KSD-FM St. Louis — The Pulitzer Pub. Co., license, Nov. 10. Decision to discontinue FM operation.

WJJL-FM Niagara Falls, N. Y. — John J. Laux, CP Nov. 7. Not feasible to proceed at this time.

KWHN-FM Fort Smith, Ark. — KWHN Bcstg. Co. Inc., CP Nov. 7. Does not wish to continue at this time.

KBTR(FM) Minneapolis — Bethesda Bcstg. Assn., CP Nov. 17. It is not financially sound to proceed at this time, applicant said, according to FCC.

WDBF(FM) Daytona Beach, Fla.— W. Wright Esch, CP Nov. 16. Impractical to continue FM.

WISE-FM Asheville, N. C.—Radio Station WISE Inc., CP Nov. 14, Lack of interest in FM in that area.

WJWL-FM Georgetown, Del.—Rollins Bcstrs. Inc., CP Nov. 23. Forfeited for failure to prosecute.

WGET-FM Elizabeth, N. J.—Union Bcstg. Co., CP Nov. 23. Forfeited for failure to prosecute.

WEMB San Juan, P. R. El Mundo Bcstg. Co., license Nov. 18. Sole owner, Angel Ramos, was granted acquisition of control of WKAQ there on condition he give up WEMB [BROADCASTING, Oct. 17].

KJMS North Springville, Utah.—W. W. Clyde and C. G. Salisbury d/b as Springville Radio Co., CP Nov. 17. Forfeited for failure to prosecute.

New Applications . . .

AM APPLICATIONS

Niagara Falls, N. Y.—Niagara Bcstg. System, 1230 kc, 100 w fulltime; estimated cost $5,350. Sole owner is Gordon P. Brown, owner WSAY Rochester, N. Y. Filed Nov. 18.

Houlton, Me.—Northland Bcstg. Co., 1400 kc, 250 w fulltime; estimated cost $13,510. Lieut. Hale N. Tongren, stationed at Navy's electronic supply office, Great Lakes, Ill., is 51% owner and is to be president and treasurer. There are 11 others with minor interests. Filed Nov. 21.

TRANSFER GRANT

WAPF McComb, Miss.—Granted assignment of license from Albert Mack Smith, Phillip Dean Brady, Louis Alford and J. P. Melvin d/b as The Southwestern Bcstg. Co. of Mississippi to new partnership of all but Mr. Melvin who retires and sells his 25% interest to other three for $12,500. WAPB assigned 250 w day on 1010 kc. Granted Nov. 18.

WOBS Jacksonville, Fla.—Transfer of control of Southern Radio and Equipment Co. through sale of stock for $45,000 to E. D. Rivers Sr., licensee WGOV Valdosta, Ga., 70%; Carmen Macri, WOBS manager, 10%; R. E. Gunckel Jr., commercial manager WOBS, 10%, and J. R. Sharpe, whose interest is reduced from 26.3% (100 sh) to 10% through sale. Other sellers in addition to Mr. Sharpe include: H. Coppedge, 80 sh; and J. R. and E. E. Anderson, James T. Monahan, T. D. Guthrie Jr., 50 sh each. WOBS assigned 1 kw day on 1360 kc. Filed Nov. 22.

KVAK Atchison, Kan.—Assignment of license from S. H. Patterson for $45,000 to James M. Griffith and Paul H. Buenning d/b as Griffith-Beunning Bcstg. Co. Mr. Griffith is former manager of KSEK Pittsburg, Kan., and Mr. Buenning is manager WBBZ Ponca City, Okla. Mr. Patterson was required to sell KVAK because of overlap with his KJAY Topeka. KVAK assigned 1 kw on 1470 kc. Filed Nov. 23.

WOKZ-AM-FM Alton, Ill.—Transfer of control of WOKZ Inc., licensee, from R. L. Rose and R. C. Goshorn for $75,000 to North Shore Bcstg. Co. Inc., licensee WEAW(FM) Evanston, Ill., and headed by Edward A. Wheeler and Leonard V. Dayton. WOKZ assigned 1 kw daytime 1570 kc. Filed Nov. 23.

KGMI Denver—Assignment of license from Gifford Phillips to Commonweal Bcstg. Co. Inc., wholly owned by Mr. Phillips. KGMI assigned 1 kw day on 1430 kc. Filed Nov. 23.

WGAI Elizabeth City, N. C.—Assignment of license from The Advance Inc. to WGAI Radio Co., owned by same group which has owned newspaper. These are: Herbert Peele, 66.4%; Kay Ford Peele, 0.2%, and Thomas Peele, 33%. Paper has been sold to another group, but Peeles wished to retain WGAI. They retain $40,214.69 in outstanding obligations. WGAI assigned 500 w daytime on 560 kc. Filed Nov. 22.

WWSC Glens Falls, N. Y.—Merger with WGLN there proposed since market won't support two stations. Martin Karig, 51% owner of Great Northern Radio Inc., WWSC licensee, and Alexander P. Robertson, 49% owner, each sell one-half of their holdings to Glens Falls Post Co., sole owner of Glens Falls Publicity Corp., WGLN licensee. Great Northern buys property and physical facilities of WGLN from Glens Falls Publicity Corp. for $67,000. Post Co. pays Messrs. Karig and Robertson $10,000 for their stock being sold, which sum is turned over to Great Northern as "paid in surplus" for use in reducing bank indebtedness. Messrs. Karig and Robertson also loan Great Northern an additional $10,000, bringing their loans to firm up to total $34,000. Post Co. also loans Great Northern $34,000. Louis P. Brown, president of Publicity Corp. and secretary of Post Co., becomes president of Great Northern. Mr. Karig continues as active manager of WWSC which is assigned 250 w on 1430 kc but holds permit for change to 1410 kc with 1 kw day, 500 w night, directional night. WGLN assigned 100 w on 1230 kc. Filed Nov. 17.

NARBA Cowboy

CUBAN interference on U.S. frequencies is starting to arouse young America. That's the conclusion of Kershaw Burbank, director of public information of the Williamsburg, Va., restoration. Mr. Burbank says his cowboy-minded son came to him, complaining, "Daddy, the Lone Ranger's talking Spanish."

LOBBY PROBE

Hilmer May Head Group

SELECTION of Lucien Hilmer, Washington attorney, to head the new House Select Lobbying Committee, was strongly indicated last week by spokesmen for Rep. Frank Buchanan (D-Pa.), chairman of the investigating committee.

Spokesmen confirmed that Mr. Hilmer probably will be named to direct the probe of lobbying activities of government agencies and private organizations [CLOSED CIRCUIT, Nov. 14]. No other attorney is under consideration for the job, they said. Rep. Buchanan, who returns to Washington this week, is expected to announce Mr. Hilmer's appointment shortly.

Mr. Hilmer, a member of Hilmer & Davis, Washington law firm, has had wide experience in government and radio practice. He served with FCC from 1940 to 1942, most of the time as assistant general counsel. His successor at the Commission was Rosel Hyde, now FCC Commissioner. Mr. Hilmer entered government service in 1936, serving until 1940 as assistant counsel and later associate counsel to the Senate Interstate Commerce Committee. From 1942 to 1945 he supervised economic planning for the Board of Economic Warfare.

The House Committee will undertake the probe when Congress reconvenes in January after its staff determines the fields to be explored. Investigation is expected to cover failure of private and public agency personnel to register as lobbyists and conformity of present registrants with the Lobbying Act. [BROADCASTING, Oct. 3, 10, 17].

D-F-S New Quarters

LANCER-Fitzgerald-Sample, New York, presently located at 247 Park Ave., has signed a lease to occupy three floors, approximately 24,000 square feet in the 347 Madison Ave. Bldg. Air Features Inc., and the Betty Crocker Office, both now in 247 Park, also will move to the new quarters. New offices will be air-conditioned and rebuilt to house the advertising agency. They are expected to be ready sometime in the spring.

ATTENTION
AM FM & TV STATIONS

LONDON LIBRARY SERVICE features

ffrr

FULL FREQUENCY RANGE RECORDING

The exclusive recording process reproduces every sound audible to the normal ear and guarantees the finest in recorded music.

THE COST...ONLY $30 PER MONTH

For further details:

LONDON LIBRARY SERVICE

a division of

THE LONDON GRAMOPHONE CORP.

[illegible] W. 22 Street • New York 10, N.Y.

KTUR'S SPIRIT OF '13

Pioneer Radioman Is Outlet's First Sponsor

PRESENT as KTUR Turlock, Calif., switch is thrown are (l to r): H. A. McMillen, station manager; Cecil Lynch, consultant; Emile J. Rome, Raytheon's San Francisco sales engineer; Mr. Sanders (hand on switch); Maxon B. Sayre, chief engineer, and Carl Pendergraft, assistant engineer. Shown in inset, Mr. Sanders (r) as a young man sits at transmitter with another station operator, Emile Portal.

• • •

DURING the building of KTUR Turlock, Calif., which went on the air last month, station officials were approached by a prominent local resident with a request to be the station's first sponsor. Reason for the request dates back to 1913.

At that time, the same man, then in his late teens, participated in the earliest transmission of voice and music by radio. Transmission occurred regularly between the National Wireless Telephone Co. in the Garden City Bank Bldg. in San Jose and a similar station in San Francisco. One of the operators was C. K. Sanders, now the Turlock Cadillac-Oldsmobile dealer.

Mr. Sanders realized his wish to be a sponsor and also was the first to push the switch when KTUR went on the air Oct. 7. It was his first close contact with commercial radio since he retired from the field following service in the Navy.

After serving in the Navy Signal Corps during the first World War, Mr. Sanders retired from radio until a year ago when he acquainted himself with vacuum tubes, crystal oscillators, Class B modulators and similar modern terms, and was issued amateur license W6DVS.

KTUR operates fulltime on 1390 kc, with 1 kw, and is licensed to the Turlock Broadcasting Corp.

KNUZ VOTE

Ordered by Labor Board

NATIONAL Labor Relations Board has ordered a vote among studio, transmitter and combination studio-transmitter engineers at KNUZ Houston, 250 w independent station, as to whether IBEW Local 716 shall represent them in collective bargaining negotiations. NLRB specified the customary 30 day deadline on the election.

The board's finding said that, contrary to the contention of the licensee, Veteran's Broadcasting Co., KNUZ is engaged in commerce within the meaning of the NLRB Act. A three-member panel has been designated by the board to handle the case. Other board findings: KNUZ obtains transcriptions from outside Texas at an annual cost of $3,240; pays royalties to ASCAP and two similar out-state organizations for use of copyright material; grossed $87,328 in revenue in 1948, of which about 4% accrued from sales of advertising to agencies outside of Texas.

WTAC REQUEST

For NLRB Rehearing Denied

REQUEST by Trendle-Campbell Broadcasting Corp., licensee of WTAC Flint, Mich., for oral argument and rehearing on inclusion of certain station technical personnel in NABET representation has been denied by the National Labor Relations Board.

In a second supplemental decision issued Friday, NLRB made "clear" that NABET is certified to represent engineers and technicians supervised by the chief engineer but not employes whose principal function is announcing, though they may work in the studio control room.

NLRB previously had ruled out intervention by AFRA, bargaining agent for the announcers, which reported it was unable to bargain collectively with WTAC because of the uncertainty of technical jurisdiction over announcers-engineers [BROADCASTING, Nov. 21]. NABET was designated as representative for the engineers and technicians.

KSON San Diego, 250 w station, has joined Southern California Broadcasters Assn. as 44th member.

WIS CEREMONIES

Mark New Bldg. Opening

DEDICATION of WIS-AM-FM Columbia, S. C., new studio and office building was held the weekend of Nov. 19-20. Doors were thrown open to the public and Sunday afternoon NBC's *Radio City Playhouse* starring Jan Miner, was originated in the new studios. That evening, George Hicks presented from WIS his U. S. Steel messages to NBC's *Theatre Guild on the Air audience.*

Producer-Director Harry W. Junkin offered "Deception" in the *Playhouse* origination, with Miss Miner supported by a cast of Columbians. Saturday night, Niles Trammell, NBC chairman of the board, was guest of honor at a dedicatory program and dinner attended by radio executives and advertisers. Also heard on the program were Miss Miner, Messrs. Junkin and Hicks, and Jay Jostyn, star of *Mr. District Attorney.* Other NBC stars, such as Bob Hope, Everett Mitchell, Hugh Conover and Claudia Morgan, saluted the station on special broadcasts aired during Sunday. Studio tours continued through last week, WIS reported.

CERTIFICATE of achievement from Dayton Chamber of Commerce awarded WING Dayton, Ohio, for its public service program, *This Is Dayton.*

DO YOU WANT TO

DOUBLE MR. BOTTLER'S SALES! IMMEDIATELY!

The copyrighted SILVER DOLLAR MAN program has done even better than this for me and my friends who have used it. I have been urged to make the Silver Dollar Man program available on a protected market basis to other bottlers because it puts soft drinks at the point of consumption . . . in the refrigerator . . . where the bottlers must have them.

Eighteen years of bottler sales experience is wrapped up in the packaged Silver Dollar Man program. It's a natural. It's a positive business builder. It's the thing Mr. Bottler is looking for! The base program rate is $25.00! Write or wire for complete details now!

First Come! First Served!

R. A. "BOB" PERROTT

Sales Promotion Counselor

BRUNSWICK, GEORGIA

Telephone 1024

At Deadline...

'SWEEPING' NETWORK PROBE NOT PLANNED, SAYS COY

FCC CHAIRMAN Wayne Coy Friday denied published reports that he had discussed possibility of "sweeping probe" of networks with members of Congress. He reiterated FCC position that investigation is needed [BROADCASTING, Nov. 7] but said question is "when it will be able to divert members of its staff to this task from other work in which the staff is now engaged." Text of statement:

My attention has been called to an article in the "Washington Post" on Thursday, Nov. 24, 1949, which says that the FCC is planning a sweeping probe of the big radio networks next year if Congress will provide the money. The article goes ahead to state that Chairman Wayne Coy has discussed this with a number of Congressmen who, he says, have promised support.

Insofar as this article purports to report what I have done, it is in error. I have not discussed this matter with members of Congress and do not have any promises of support from members of Congress for such a program.

The FCC has pointed out that no comprehensive investigation has been undertaken since 1941. The Commission has long felt that such an investigation is necessary—not only to determine how the regulations are working with respect to standard broadcasting but also to re-examine some of the problems concerning the relationship of the networks to talent bureaus and recording companies and also to examine carefully the effect of the regulations in the FM and television field.

The chain broadcasting regulations themselves were carried over almost bodily into the FM and television field without a separate investigation. It is entirely possible that the conditions in FM and television are sufficiently different from AM that other or additional regulations are needed in this field in order to protect against monopoly.

The Commission faces the question of when it will be able to divert members of its staff to this task from other work in which the staff is now engaged. At the present time there is no such investigation under way.

IGNORING OF PETITIONS CONSTRUED AS 'DENIAL'

FCC's FAILURE to act on it is effective denial of five part-time stations' pending petition for relaxation of ban on after-hours operations [BROADCASTING, Nov. 29, 1948], Commission was told in letter on "the first anniversary" of petition's filing. Marcus Cohn, attorney for petitioning stations, said FCC inactivity deprives public of "programs in the public interest" and also denies rights granted petitioners by Administrative Procedure Act and FCC's own rules.

"If the Commission desires to deny the prayers of the petition, it should act upon the petition and deny them rather than to continue to ignore them," he wrote. Petitioners: WOI Ames, Iowa; WKAR E. Lansing; WNAD Norman, Okla.; WNYC New York; WHCU Ithaca.

TV POSTWAR PRODUCTION NEARS 3,500,000 MARK

TOTAL TV set shipments by RMA member companies (about 80% of industry production) since war amount to 2,209,724 up to Sept. 30, RMA announced Friday. Third-quarter shipments this year totaled 503,352 sets.

Adding at least 600,000 sets produced in October and November, plus an estimated 600,000 sets for non-members, brings total near 3,500,000 mark.

RMA member shipments to New York-Newark area in third quarter totaled 113,897 TV sets, or 703,049 from Jan. 1, 1947, to Sept. 30, 1949. Los Angeles was second in third quarter shipments with 52,962 and Chicago close third with 52,906. Philadelphia fourth with 48,842 sets in third quarter.

WLIP BACK ON AIR AFTER UNION SETTLEMENT

WLIP Kenosha, Wis., went back on air Nov. 20 after completion of negotiations with American Federation of Radio Artists and Wisconsin Broadcast Engineers, Local 715, IBEW. Station now recognizes unions as exclusive bargaining agents for personnel affected in strike, three engineers and nine writers and announcers.

AFRA last Monday petitioned National Labor Relations Board for permission to hold election for establishment of union shop. Station workers will vote on proposal within two weeks. Ray Jones, AFRA central division director, and Herbert Mann, his assistant, handled talent negotiations.

IBEW represented by W. L. Reed, Local 715 president, and Hartwick Dahl, president, Kenosha Trades & Labor Council. Both unions were assisted by Arthur Martel. Station represented by William L. Lipman, owner-manager, and his attorney, David L. Phillips.

CHICAGO FM PROTEST

ENDORSEMENT of proposed FCC ruling requiring AM stations owning FM outlets to broadcast as many FM as AM hours, and providing increased minimum number of hours to be broadcast by FM-only stations, was sent FCC last week by FM Broadcasters of Chicagoland. "We feel such a ruling will be in the best interest of FM as well as of the entire industry," said President Ralph J. Wood Jr.

UNION PICKET THREAT

United Scenic Artists Union, Local 829 AFL, threatened Friday to begin picketing NBC next day, charging NBC-TV with hiring non-union men to replace scenic artists on strike in New York (see story page 36). Union said no picketing planned at ABC, CBS, DuMont or WPIX (TV) New York since those organizations have not yet moved to replace strikers. NBC spokesman denied network had replaced strikers but indicated it would if necessary to keep on air.

NAB-ASCAP TV SESSION

NAB per program TV Music Committee met last week with ASCAP video committee but made little progress toward eliminating differences standing in way of agreement on per program licenses for TV broadcasters. At weekend, committee attorneys were exploring possibilities of arranging further extension of present ASCAP TV licenses which are due to expire Nov. 30.

WPIX (TV) EXECUTIVES SHIFT

B. O. SULLIVAN, sales manager of WPIX (TV) New York, has resigned for reasons of health. Scott Donahue, assistant sales manager, named acting sales manager. Mr. Sullivan will rejoin news advertising department.

WTTV (TV) JOINS CBS-TV

WTTV(TV) Bloomington, Ind., affiliated with CBS-TV Nov. 15, it was announced Friday. Total CBS-TV stations now 56. Station, also to affiliate with ABC-TV, owned and operated by Sarkes and Mary Tarzian with Mr. Tarzian as general manager.

STATE 'VOICE' WINNERS TO BE LISTED THIS WEEK

STATE winners in joint NAB-RMA-U. S. Junior Chamber of Commerce Voice of Democracy radio essay contest to be announced this week. All 48 states plus District of Columbia, Alaska, Hawaii and Puerto Rico to be represented in national finals. Board of well-known people will judge state winners by transcriptions.

Estimates of joint contest sponsors now indicate that between 500,000 and 1 million students have taken part in school and community phases of third annual contest. Four finalist winners to receive awards in Washington next February.

DOUBLE AM-FM NAB BALLOTS OPPOSED BY MASON

DOUBLE voting power in NAB affairs by stations having both AM and FM memberships encourages divisions within industry and association, Robert T. Mason, WMRN and WMRN-FM Marion, Ohio, has told NAB in commenting on current referendum on proposed by-laws change covering station dues.

Mr. Mason said, "It would be just as silly to have an association of newspaper publishers and divide them into morning, evening and Sunday publishers."

NBC GETS AWARD

NATIONAL Council of Teachers of English Friday gave its sole annual award to *NBC Theatre* as program in 1948-1949 which did most to promote, among other things, "our literary heritage" and "raise ideals of good speech and writing." Award made at organization's 39th annual conference in Buffalo. *NBC Theatre* dramatizations of famous literary works originate in Hollywood with Andrew C. Love director. Show broadcast Sunday 2-3 p.m.

EMERSON STOCK DIVIDEND

BOARD of directors of Emerson Radio & Phonograph Corp. declared special dividend in form of 10% stock dividend, payable Dec. 2. Stock dividend passed instead of cash to conserve funds for rapid TV expansion. Sales for year ended Oct. 31 were $40,500,000 compared to $30,900,000 for preceding year and cash dividends for year ending Oct. 31 were $1.30 compared to 97½ cents preceding year.

STORECASTING SHIFT

MARKET-TO-MUSIC Inc., Pittsburgh, affiliate of Storecast Corp. of America, has switched its "Music to Buy By" broadcasts in area from WKFJ (FM) to KQV-FM Pittsburgh. Programs heard at home and at Thorofare, Giant Eagle and Sparkle supermarkets.

Closed Circuit

(Continued from page 4)

current by-laws change will show overwhelming support of revision giving board power to determine station dues without regard to calendar year.

REORGANIZATION changes expected soon at Newell-Emmett Co., New York.

CBS Sales Department trying to sell alternate weeks of Ed Wynn show on CBS-TV. Program currently sponsored weekly by Speidel Corp. (watch bands), New York, through Cecil & Presbrey, but effective first week in January will sponsor show every other week.

That's impact

Small wonder so many new products and advertising campaigns are launched over WLW. For its over-all performance is remarkable.

In four weeks, The Nation's Station reached FOUR-FIFTHS—80.7% — of all the 3,644,800 radio homes within the WLW Merchandise-Able Area between 6 a.m. and midnight.* **That's coverage!**

Of **all** listening among **all** radio homes between 6 a.m. and midnight during an average week, WLW received six times MORE listening than the average of the nine major competitors.* **That's penetration!**

Of the 258 stations heard in WLW-land, The Nation's Station received ONE-SIXTH—16.6%—of **all** listening to **all** stations.* **That's dominance!**

And when you put coverage, penetration and dominance together . . . THAT'S IMPACT!

If you are planning to launch a new product or advertising campaign, talk it over first with The Nation's Station. Write or call any of the following WLW Sales Offices:

140 West 9th St., Cincinnati 2, Ohio
360 N. Michigan, Chicago 1, Ill.
630 Fifth Avenue, New York 20, N. Y.
6381 Hollywood Blvd., Hollywood 28, Calif.

*Nielsen Radio Index, February-March, 1949

when you want
impact you want

WLW
the nation's most merchandise-able station

CROSLEY BROADCASTING CORPORATION